

Twitter satisfaction survey

TfL number: 13039

SPA Future Thinking

number: 1533

FINAL





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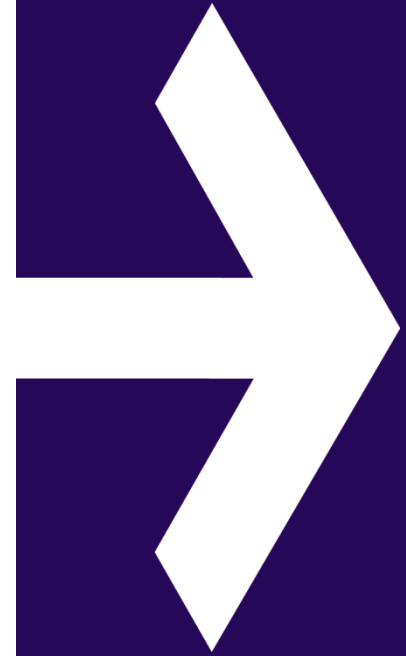
Prepared by: SPA Future Thinking



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# **1. Background and objectives**



# Background and Objectives

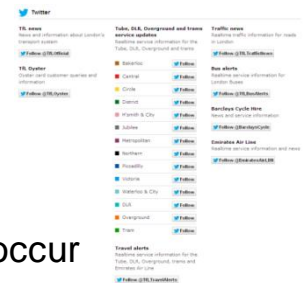
## Background

- One way for Londoners to keep up to date with issues affecting London travel is by following the various TfL Twitter feeds or reading Tweets that are found via searches or re-Tweets from Twitter users
- TfL would like an overall view of their current presence on Twitter, in particular to assess customer satisfaction of their Twitter feeds
- Research was conducted in 2012 and repeated in 2013 to track current status and general trends of satisfaction with the different TfL Twitter feeds

## Objectives

Through the research, TfL would like to understand:

- Satisfaction with the content of TfL Twitter feeds amongst users
- Are the various Twitter feeds meeting the customer's needs
- Impact on travel behaviour, how travellers are using the Twitter feeds
  - route planning, before setting out or way finding during trip or disruption?
  - impact of Twitter updates on pre-planned journeys, particularly when disruptions occur
- Do users trust the feeds and are they thought to be accurate and reliable
- What other real time travel information would users like to see on Twitter
- Overall opinion of Twitter and its impact on perceptions of TfL





# Method

## Method

- A link to the survey was tweeted out at 2 hour intervals throughout the day on each of the below Twitter feeds
- December 2012 research took place between 10 and 16 December and September 2013 research took place between 11 and 15 September (for all but BarclaysCycleHire feed: 18 to 23 September, please refer to notes in Appendix 1 regarding BCH fieldwork)
- The survey contained 16-18 questions and took, on average, 5 minutes
- The survey was set up to recognise the mobile device opened with so as to optimise the experience for respondents

Twitter feed		December 2012	September 2013
Real time information feeds	All real time feeds	898	1,217
	Rail*	698	797
	Bus	113	180
	Traffic	87	240
Different Rail feeds*	TravelAlerts	252	97
	Tube	373	563
Other Twitter feeds (included in September 2013 wave only)	BarclaysCycleHire	NA	87
	Oyster	NA	142
	TfL Official	NA	476

- The proportions of responses from each real time feed differs between the two waves with a higher percentage of responses from Bus and Traffic feeds in September 2013 compared to December 2012 (i.e. the percentages of Rail feed, Bus feed and Traffic feed contributing to All real time feeds total in December 2012 was 78%, 12%, 10% compared to 65%, 15%, 20% in September 2013)



## 2. Key findings

# → Key findings – All real time feeds

## Usage of TfL real time Twitter feeds

- The real time Twitter feeds are checked often with 80% of users looking at them at least once a day
  - Traffic feed users are the most likely to check the feed regularly (87% at least once a day)
- People are most likely to look at the feeds when checking Twitter generally (78%), with half of users also referring to them before they travel (50%) or during their journey when they encounter a problem (47%)
  - Bus feed users are the most likely to check the feed during their journey when there is a problem (55%)
  - People also appear to be using the feeds more now when there is a problem on their journey than they did in December 2012 (47% vs 41%)
- The majority refer to the feeds for regular trips or commuting (74%) rather than to plan for specific trips (24%) or for infrequent journeys (16%)
  - Rail feed users are more likely than others to refer to the feed for regular trips or commuting (80%) whereas Traffic feed users are more likely than others to use the feed for business purposes (35% vs 12%)
  - Bus feed users are more likely than others to also refer to the feed during disrupted journeys (52% vs 41%) and for infrequent trips (27% vs 16%)
- 79% have changed their travel plans as a result of the information provided on the feeds and are most likely to have chosen a different route (59%)
  - Bus feed users are less likely than others to make any changes but when they do so they are more likely to use a different mode of transport (48% vs 37%) rather than travel by an alternative route (45% vs 59%)
  - Traffic feed users on the other hand are more likely than others to travel by an alternative route (67% vs 59%) rather than opt for a different transport mode (21% vs 37%)
- 40% of users of the feeds have clicked on a link within the feed and just under a quarter have re-tweeted, commented or replied
- Real time feed users tend to be living in London (83%), are more likely to be men (57% vs 41%) and aged under 55 (88%)





# Key findings – All real time feeds (cont.)

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## Satisfaction of the TfL real time Twitter feeds

- Overall, users are satisfied with the TfL real time Twitter feeds with 74% rating their satisfaction 7-10 out of 10 and providing a mean satisfaction score of 73 (down from 75 in December 2012)
  - Bus and Traffic feed users are most satisfied (mean satisfaction of 77 and 78 respectively)
- The feeds are considered to be accurate and reliable most of the time by 59% and all of the time by 25%. This is however lower than in December 2012 when 29% found them to be accurate/reliable all of the time
- 76% think the feeds are worth following, particularly users of Bus (83%) and Traffic feeds (82%)

## Impact of following real time feeds on opinions of TfL

- Overall, following a TfL Twitter feed has had a positive impact on perceptions of TfL with 66% giving a score of 7-10 (on a scale of 0-10) and this is fairly consistent across all real time feeds
  - Impact on perceptions is however less positive than was seen in December 2012 (72% giving a score of 7-10)
- When asked how TfL could further improve the feeds, respondents answered that they would like to see the following:
  - Rail feeds – how busy platforms are (71%) and problems on other lines/transport (33%)
  - Bus feeds – problems on other buses in local area (71%) and daily updates on known hotspots (61%)
  - Traffic feeds – daily updates on known Traffic hotspots (70%) and Traffic updates during the night (42%)



# Key findings – Rail

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## Usage of Rail Twitter feeds

- Rail Twitter feed users tend to check these feeds at least once a day (77%), with 55% checking more than once a day
- These feeds are most likely to be looked at when checking Twitter generally (78%) or before travelling (51%)
- They are more likely than others to be used for regular trips or commuting (80% vs 74% all real time feeds)
- The majority (81%) of TfL Rail Twitter feed users have changed their travel plans after checking the feeds, and tend to travel by an alternative route (60%)
  - There has been an uplift in the proportion of Rail users who have used Twitter and changed mode as a result from 34% in December 2012 to 39% in September 2013

## Satisfaction of the TfL Rail Twitter feeds

- Rail feed users are satisfied overall with the Rail feeds, 70% rating them 7-10 out of 10 and providing a mean satisfaction score of 7.0. This is however down from December 2012 satisfaction score of 7.5, attributed to lower scores for the Overground and Tube feeds
- Although overall the Rail feeds are considered to be worth following (73% rating 7-10 out of 10) this is also down from December 2012 wave (77%), driven by lower scores among Overground feed users
- The Rail feeds are considered to be accurate and reliable most of the time among 59% and all of the time among 25%

## Impact of following Rail feeds on opinions of TfL

- Overall, following a TfL Rail Twitter feed has had a positive impact on perceptions of TfL with 64% giving a score of 7-10 (on a scale of 0-10). This has however dropped from 72% in December 2012, again attributed to Overground and Tube feeds
- Suggestions for improvements to these feeds included providing information on how busy platforms are (71%) and problems on other lines/transport (33%)



# Key findings – Bus

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## Usage of Bus Twitter feeds

- Bus Twitter feed users check this feed at least once a day (83%), with 66% checking more than once a day
- People are most likely to refer to this feed when checking Twitter generally (77%), during their journey when there is a problem (55%) or before travelling (46%)
- They are most likely to use the feed for regular trips or commuting (74%) or during disrupted journeys (52%). This feed is also more likely than others to be checked for infrequent trips (27% vs 16%)
- The majority (67%) of TfL Bus feed users have changed their travel plans after checking the feed. Compared to others they are more likely to use a different mode of transport (48% vs 37%) and less likely to take an alternative route (45% vs 59%) as a result of checking the feed

## Satisfaction of the TfL Bus Twitter feeds

- Overall, users are satisfied with the Bus feed, with 80% rating it 7-10 out of 10 and providing a mean satisfaction score of 7.7
- 83% of Bus feed users consider this feed to be worth following
- The Bus feed is considered to be accurate and reliable most of the time by 61% and all of the time by 25%

## Impact of following Bus feeds on opinions of TfL

- Following the Bus feed has had a positive impact on perceptions of TfL with 72% giving a score of 7-10 out of 10
- Suggestions for improvements include covering problems on other buses in local area (71%) and daily updates on known hotspots (61%)



# Key findings – Traffic

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## Usage of Traffic Twitter feed

- Traffic Twitter feed users check this feed often with 87% checking it at least once a day and 75% more than once a day (more often than any of the other feeds)
  - This has however dropped since December 2012 (85% checking more than once a day)
- People are most likely to check the feed when checking Twitter generally (78%), before travelling (49%) or during their journey when there is a problem (48%, up from 36% in Dec 2012)
- The feed is most likely to be used for regular trips or commuting (55%, up from 40% in Dec), disrupted journeys (35%, up from 16%) or for business purposes (35%, down from 48% in Dec)
- As a result of reading the TfL Traffic Twitter feed, 81% of followers have changed their travel plans at some point, most likely prompting them to take an alternative route (67% vs 59% total) rather than use a different mode of transport (21% vs 37% total)

## Satisfaction of the TfL Traffic Twitter feed

- Overall, Traffic feed users are satisfied with the feed, 80% rating it 7-10 out of 10 and providing a mean satisfaction score of 7.8
- 82% of users consider the feed to be worth following
- The Traffic feed is considered to be accurate and reliable most of the time by 61% and all of the time by 28%

## Impact of following Traffic feed on opinions of TfL

- Following the Traffic feed has had a positive impact on perceptions of TfL with 70% giving a score of 7-10 out of 10
- Suggestions for improvements to this feed included providing daily updates on known Traffic hotspots (70%) and Traffic updates during the night (42%)



# Key findings – BarclaysCycleHire (BCH)

Included in Sept 2013  
only

## Usage of BCH Twitter feed

- BarclaysCycleHire (BCH) feed users are regular Twitter users with 92% checking Twitter at least once a day (78% more than once a day)
- People are most likely to check the BCH feed when checking Twitter generally (79%), with few checking before using BCH bikes (10%), when using the bikes (1%) or during journey when there is a problem (10%)
- The BCH feed is most likely to be used to check for updates/changes to the service (85%), with just under half (48%) also checking it for information on docking stations
- Over half of users (55%) have clicked onto a link within the feed, a quarter have re-tweeted (26%) or commented (25%) on something on the feed and 23% have tweeted the account directly with feedback or a query
- The majority (59%) are unlikely to make any changes to their journey as a result of checking this feed. When changes are made this tends to involve taking an alternative route (21%)

## Satisfaction of the BCH Twitter feed

- BCH feed users are least satisfied with 43% rating it 7-10 out of 10, 36% rating it 4-6 out of 10 and 22% rating it 0-3 out of 10 providing a mean satisfaction score of 57
- Just 40% of BCH feed users consider the feed to be worth following with just over a quarter (26%) saying it is not worth following
- 57% find the feed to be interesting and informative only some of the time, with a third (32%) finding it to be so most of the time and 5% all of the time

## Impact of following BCH Twitter feed on opinions of TfL

- Following the BCH feed has had a positive impact on perceptions of TfL for 36% of people. 57% do not think it has impacted their perceptions strongly either negatively or positively (rate 4-6 out of 10)
- Suggestions for improvements to this feed (unprompted response) included providing accurate/real time information (14%), Traffic information (14%), information on docking stations (13%). 31% could not think of any other information they would like to see on the feed



# Key findings – Oyster

Included in Sept 2013  
only

## Usage of Oyster Twitter feed

- Oyster feed users are regular Twitter users with 95% checking Twitter at least once a day (84% more than once a day)
- They are most likely to refer to the feed when checking Twitter generally (74%), with 30% checking before they travel, 25% checking during their journey if there is a problem and 23% checking after their journey if they encountered a problem with Oyster
- People use the feed to find out about updates/changes to Oyster (87%) or Oyster refund options (21%)
- Over half of users (51%) have clicked onto a link within the feed, 18% have re-tweeted and 19% have commented on something on the feed

## Satisfaction of the Oyster Twitter feed

- Overall, Oyster feed users are satisfied with the feed with 71% rating it 7-10 out of 10 and providing a mean satisfaction score of 7.1
- 60% of users thought this feed was worth following
- It is considered to be accurate and reliable with 52% finding it to be so most of the time and 39% all of the time (more so than the real time feeds (25%: all of the time))

## Impact of following Oyster Twitter feed on opinions of TfL

- Following the Oyster feed has had a positive impact on perceptions of TfL with 63% giving a score of 7-10 out of 10
- When asked if they would like to see anything else provided on this feed the majority (57%) could not think of anything that was missing



# Key findings – TfL Official

Included in Sept 2013  
only

## Usage of TfL Official Twitter feed

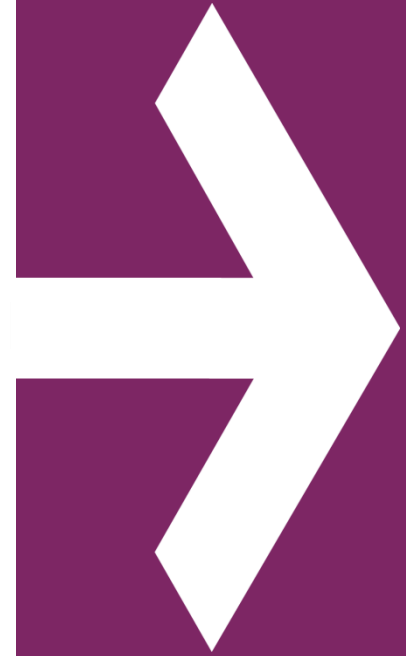
- TfL Official feed users are regular Twitter users with 92% checking Twitter at least once a day (84% more than once a day)
- They are most likely to refer to this feed when checking Twitter generally (84%) or when they hear of a transport related story in the news (29%)
- People tend to use this feed to find out about travel information (82%), with two-fifths also checking it to find out about developments and improvements (43%) or as they have a general interest in transport in London (42%)
  - 66% refer to this feed for personal use, 29% for both personal and business use and 5% use it only for business purposes. Of the 34% that refer to the feed for business, most are likely to work in travel/transport industries
- Over half of users (57%) have clicked onto a link within the feed, 34% have re-tweeted and 26% have commented on something on the feed
  - TfL Official users are more likely than real time or Oyster feed users to re-tweet, and are more likely than real time or BCH feed users to click on a hashtag (19%) or favourite something on the feed (10%)

## Satisfaction of the TfL Official Twitter feed

- The majority of TfL Official feed users are satisfied with the feed with 67% rating it 7-10 out of 10 and providing a mean satisfaction score of 69
- 70% of users thought this feed was worth following
- It is considered to be interesting and informative most of the time by 53% and all of the time by 13%

## Impact of following TfL Official Twitter feed on opinions of TfL

- Following the TfL Official feed has had a positive impact on perceptions of TfL for 54% of people. 38% do not think it has impacted their perceptions strongly either negatively or positively (rate 4-6 out of 10)
- When asked if they would like to see anything else provided on this feed 38% could not think of anything that was missing, among those who did make suggestions a variety of answers were given with no one suggestion mentioned by more than 6% of users



## **3. Profile of Twitter feed users**





# User profile – Twitter users by feed

Overall, users of TfL real time information Twitter feeds tend to be living in London (83%) aged under 55 (88%) and slightly more likely to be male (57%)

There is a higher proportion of non-Londoners using the non real time feeds (BarclaysCycleHire, Oyster and TfL Official) as compared to the real time feeds (Rail, Bus, Traffic)

		All real time feeds (1,217)	Rail* (797)	Bus (180)	Traffic (240)	BCH (87)	Oyster (142)	TfL Official (476)
Gender	Male	57%	55%	56%	65%**	82%	70%	62%
	Female	41%	44%	42%	34%**	16%	30%	35%
Age	16-34	43%**	49%	39%	24%	34%	35%	38%
	35-54	45%	42%	42%	60%	54%	42%	47%
	55+	11%**	8%	18%	16%	11%	22%	14%
Location	London (incl greater London)	83%	83%	89%	80%**	64%	67%	69%
	SE England	12%	13%	6%	16%	23%	12%	12%
	Rest of UK	3%	4%	3%	3%	13%	17%	11%
	Outside UK	1%	1%	1%	2%	0%	4%	8%

\*\* Indicates a significant difference in profile from December 2012 wave:

- In December 2012 all real time information feed users tended to be younger (48% aged between 16-34)
- In December 2012 Traffic feed users were more likely to be male (80%), and from outside of London (31%)

\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Numbers highlighted in red are significantly lower than all real time feeds, those highlighted in green are significantly higher

Q14. Where do you live? / Q1. How old are you / Q18. Are you...? Base: All respondents (base for each feed shown in table)



# User profile – Frequency of travel/BCH usage/Oyster card usage

Asked in Sept 2013 only

The majority (75%, 67%) of Rail and Bus feed users travel by public transport 5 or more days a week and so have a regular need to know about travel

By comparison, just over half of Traffic feed users drive in London 5 or more days a week, 42% of Oyster feed users use an Oyster card this often and just 26% of BCH feed users hire bikes that often

	Rail* (797)	Bus (180)	TfL Official (476)	Traffic (240)	BCH (87)	Oyster (142)
How often do you...	..travel on public transport in London			..drive in London	..use BCH bikes	..use an Oyster card
5 or more days a week	75%	67%	47%	54%	26%	42%
3-4 days a week	13%	16%	14%	12%	22%	15%
1-2 days a week	7%	8%	10%	14%	15%	12%
Once or twice a month	2%	3%	11%	5%	14%	16%
Less often than once a month	2%	6%	17%	16%	23%	15%

BCH (87)	
Are you a member of Barclays Cycle Hire?	
Yes	95%
No	5%

\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q15 Frequency of Travel/Oyster usage/BCH usage? Base: All respondents (base for each feed shown in table) Question included only in Sept 2013 wave

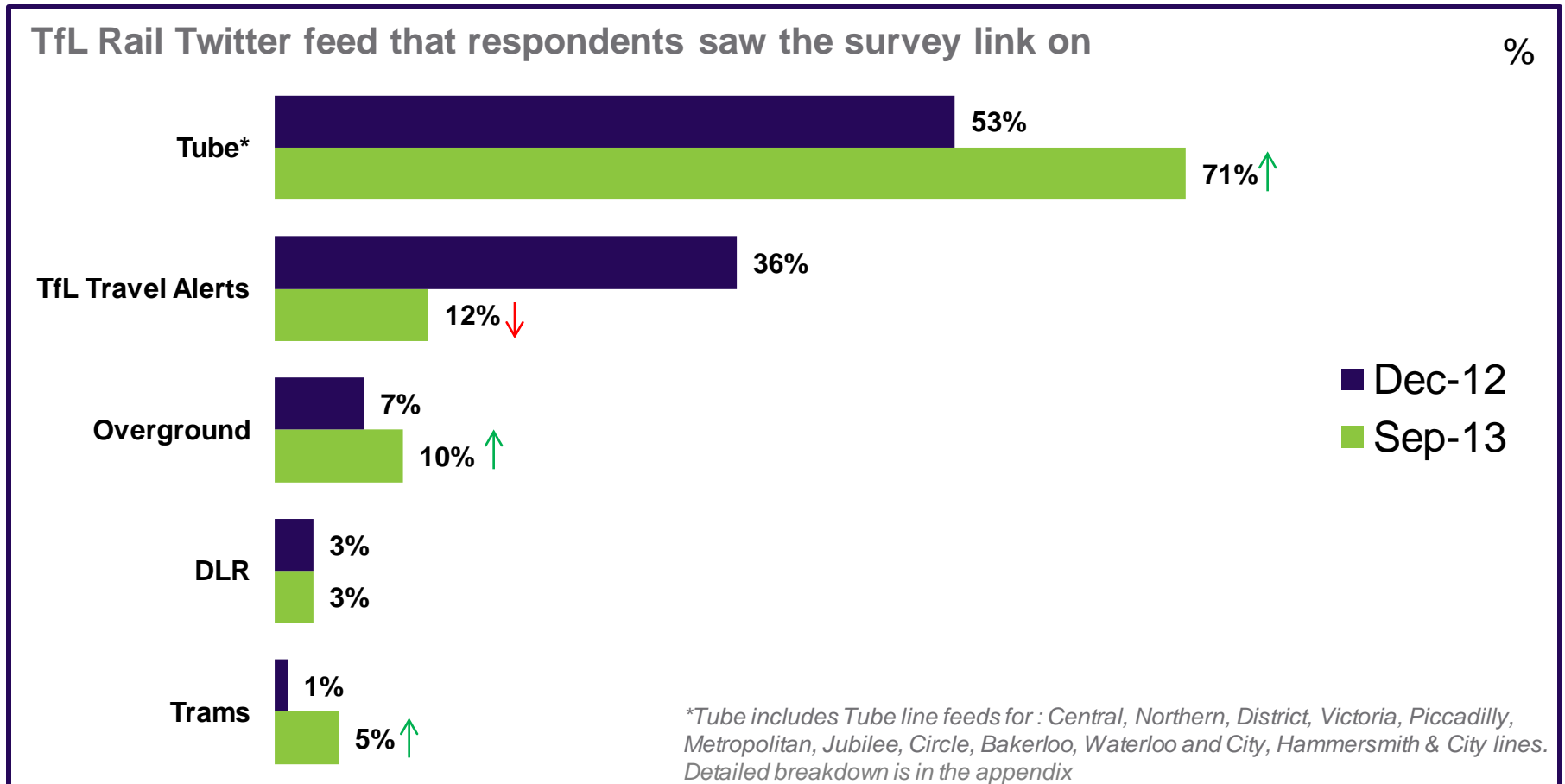
Q16. Are you a member of Barclays Cycle Hire? Base: All Barclays Cycle Hire feed (87)



# Which Rail Twitter feed respondents were reading when they saw the survey link

Amongst those who accessed the survey via the Rail Twitter feeds, 71% saw the survey link on a Tube Twitter feed

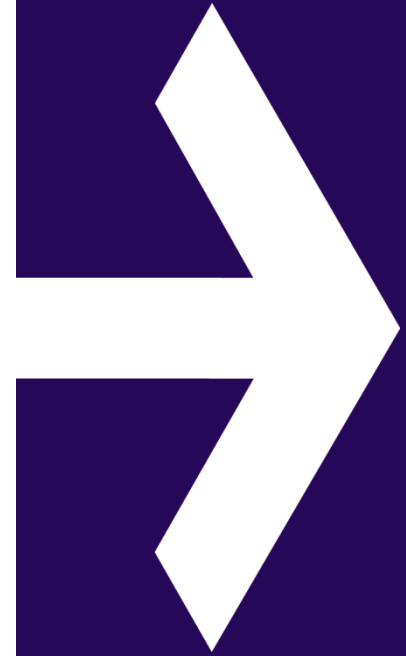
Compared to December 2012, Rail Twitter feed respondents were more likely to have been directed from a Tube, Overground or Tram feed and less likely from the Travel Alerts feed



Q1a. Which Twitter feed were you reading when you saw the invitation for this survey and clicked on it?

Base: Dec 2012: Rail (698) / Sept 2013: Rail (797)

Significant differences at the 95% confidence level are marked with a coloured arrow – green for higher and red for lower



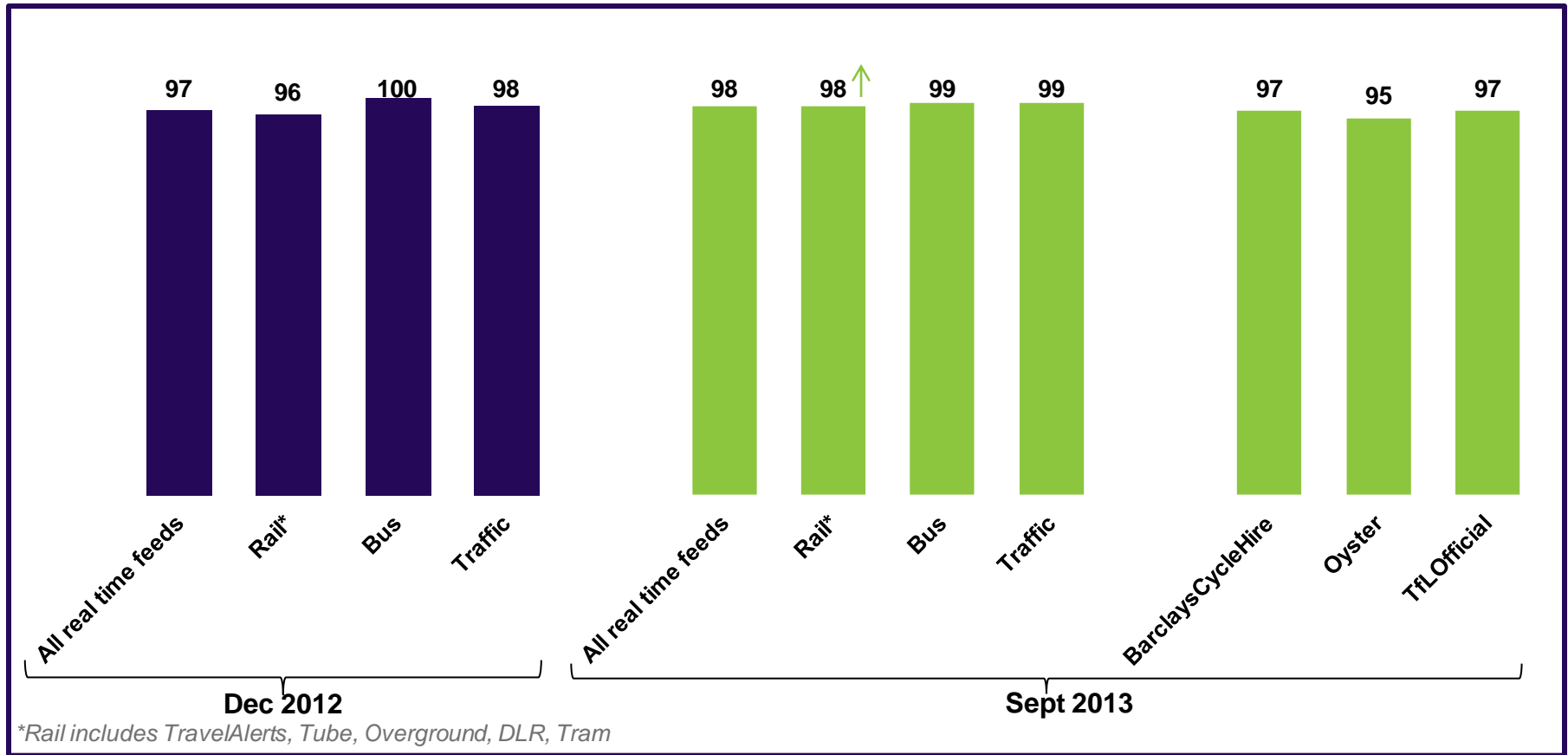
## **4. Use of Twitter feeds**



# Followers of the feeds

The vast majority of respondents from each feed are followers of those feeds

Rail feed respondents are more likely to be followers of the feeds in this wave compared to Dec 2012



Q12. Using a scale of 0 to 10 where 0 is 'negatively impacted' to 10 'positively impacted' what effect has following ... had on your opinion of TfL? I do not follow this feed. Base: Dec 2012: All real time feeds (898), Rail (698), Bus (113), Traffic (87) / Sept 2013: All real time feeds (1,217), Rail (797), Bus (180), Traffic (240), BarclaysCycleHire (87), Oyster (142), TfL Official (476)

Significant differences between Dec 2012 and Sept 2013 at the 95% are indicated by a coloured arrow

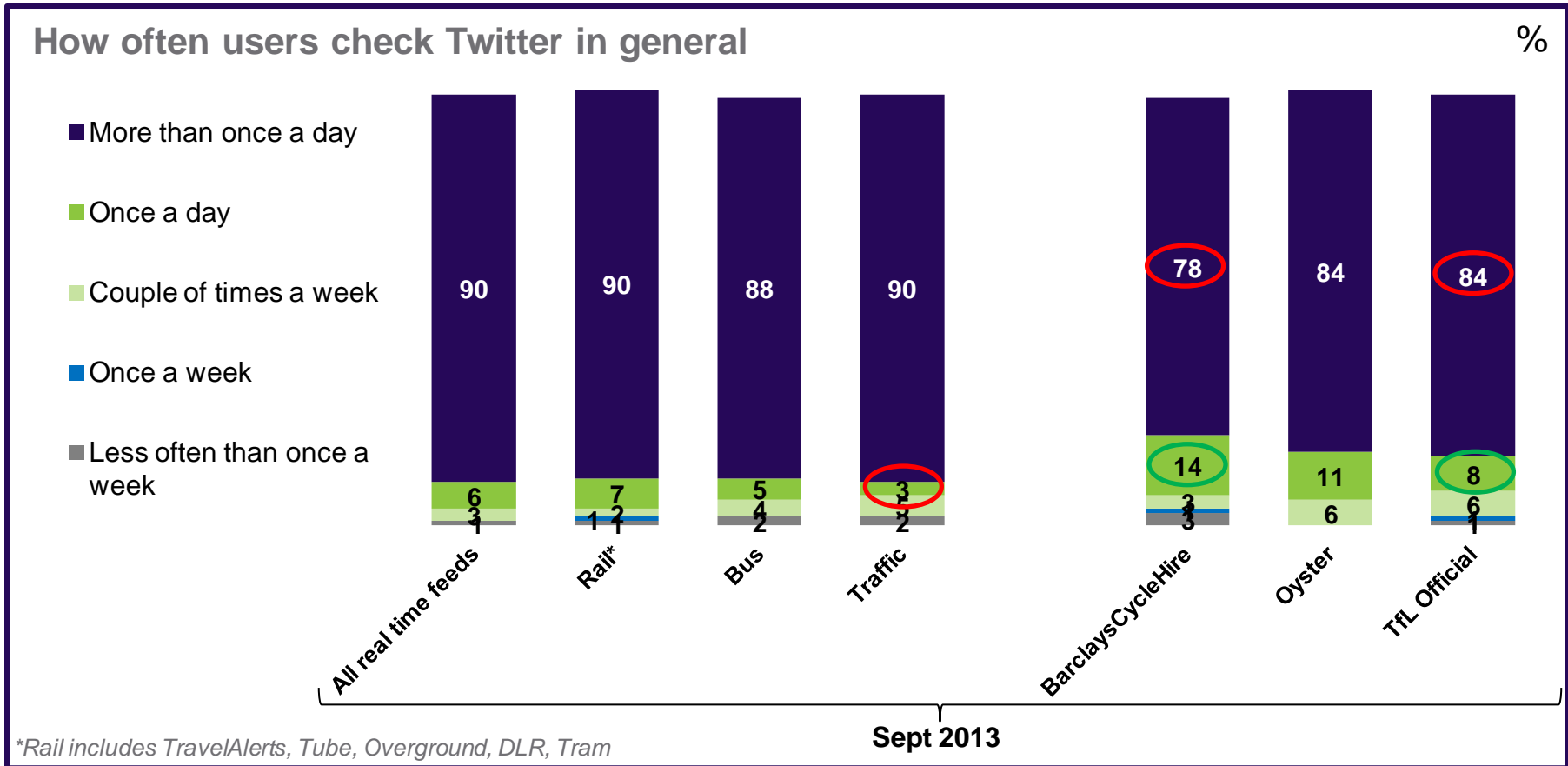


# Frequency of using Twitter – In general

Asked in Sept 2013 only

The majority of users tend to check Twitter more than once a day

Non real time information feed users (BarclaysCycleHire, Oyster and TfL Official) tend to check Twitter slightly less frequently



Q17. How often do you use Twitter?

Base: Sept2013: All real time feeds (1,217), Rail (797), Bus (180), Traffic (240), BarclaysCycleHire (87), Oyster (142), TfL Official (476)

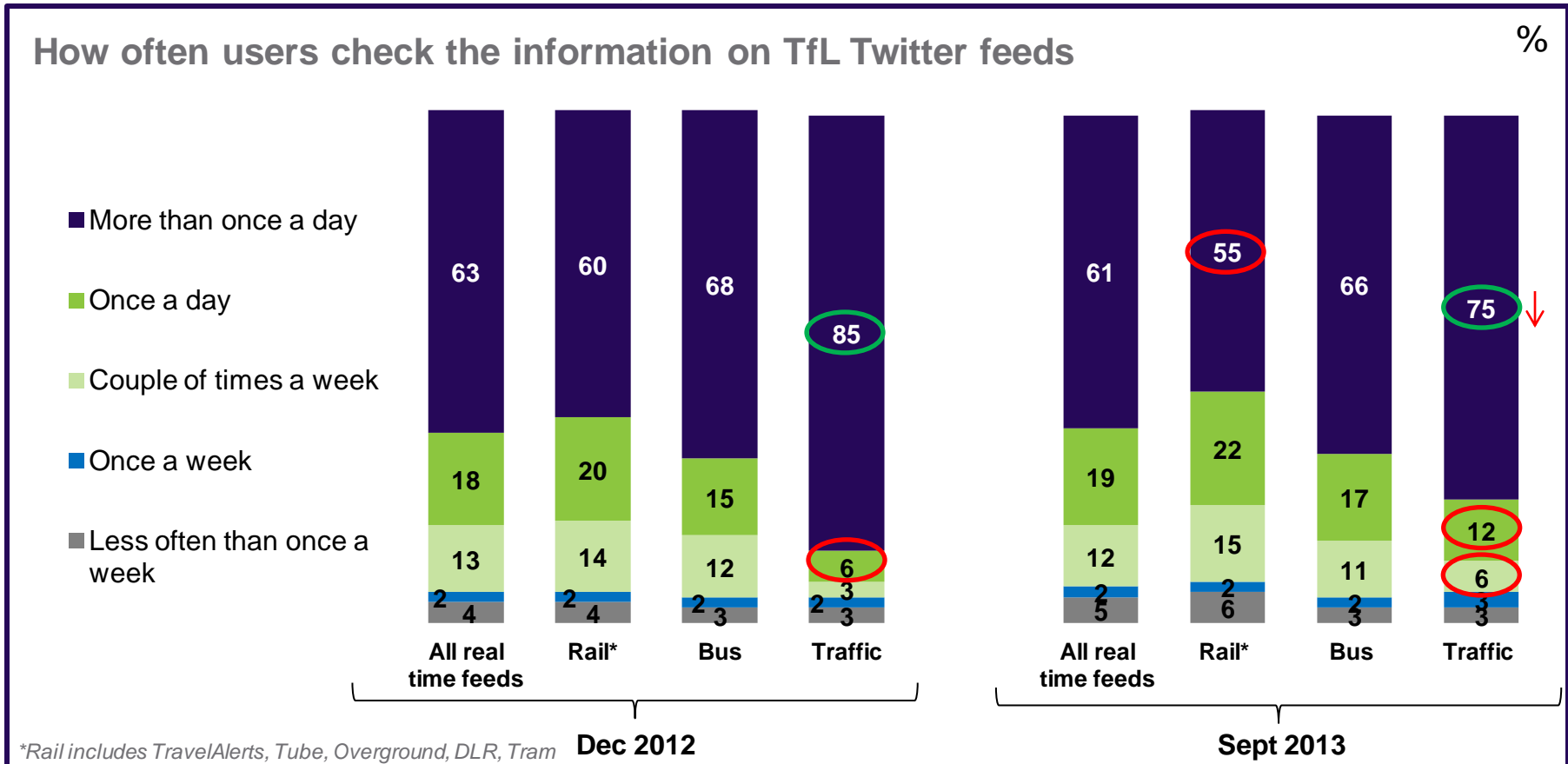
Significant differences to all real time feeds at the 95% confidence level are marked with a coloured circle – green for higher and red for lower



# Frequency of checking information on TfL Twitter feeds – All real time feeds

The majority of users of TfL real time feeds check these at least once a day (80%), with Traffic feed users doing so most often (87%)

Results are very similar to December 2012 though Traffic feed users are slightly less likely to check the feed more than once a day (75% vs 85%)



Q9. How often do you check information from @....?

Base: Dec 2012: All real time feeds (898), Rail (698), Bus (113), Traffic (87) / Sept 2013: All real time feeds (1,217), Rail (797), Bus (180), Traffic (240)

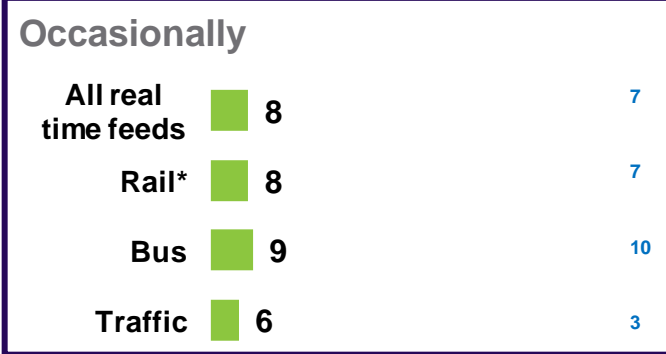
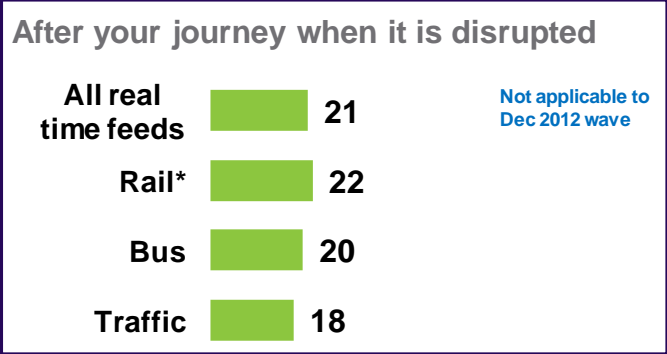
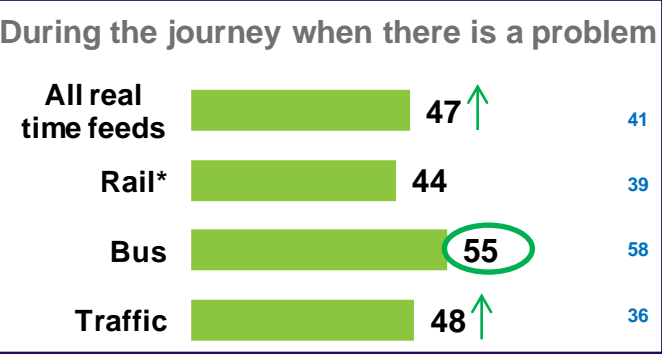
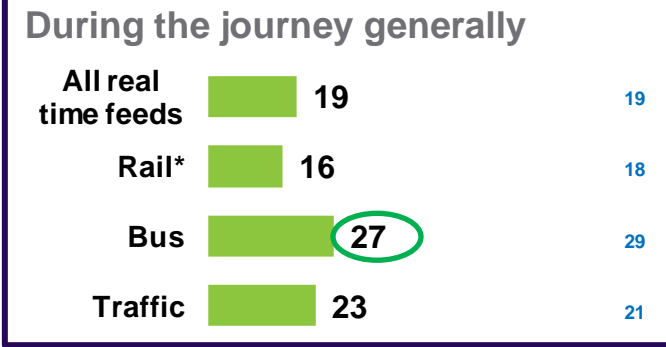
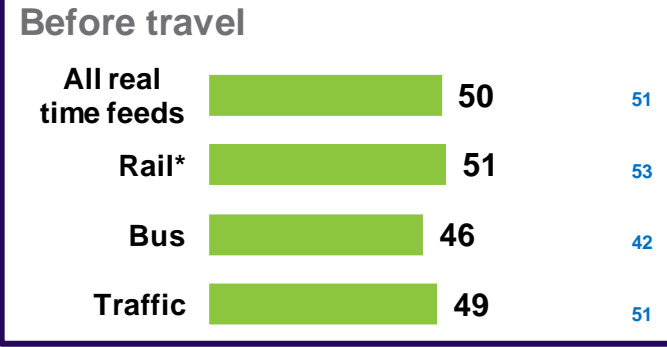
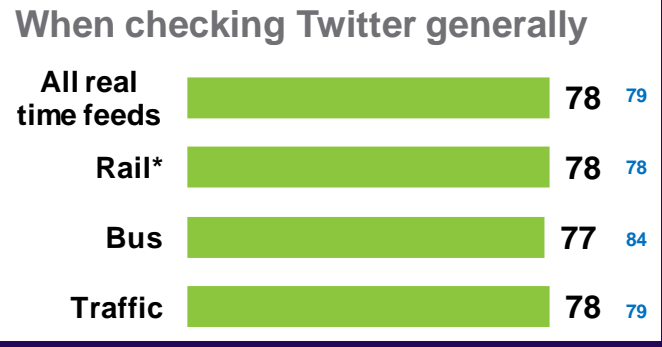
Significant differences to all real time feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow – green for higher and red for lower



# When users check Twitter feeds – Real time feeds

Users are most likely to check the feeds when checking Twitter generally (78%) with 50% checking before travelling and 47% when they experience a problem

Traffic feed users are now more likely to check the feed during their journey when there is a problem compared to in December 2012 (48% vs 36% in December 2012)



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Blue numbers show percentages from Dec 2012 wave

Q8. Do you tend to check information from @..?  
Base: Sept2013: All real time feeds (1,217), Rail (797), Bus (180), Traffic (240)

Significant differences to all real time feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec 2012 and Sept2013 are indicated by a coloured arrow – green for higher and red for lower



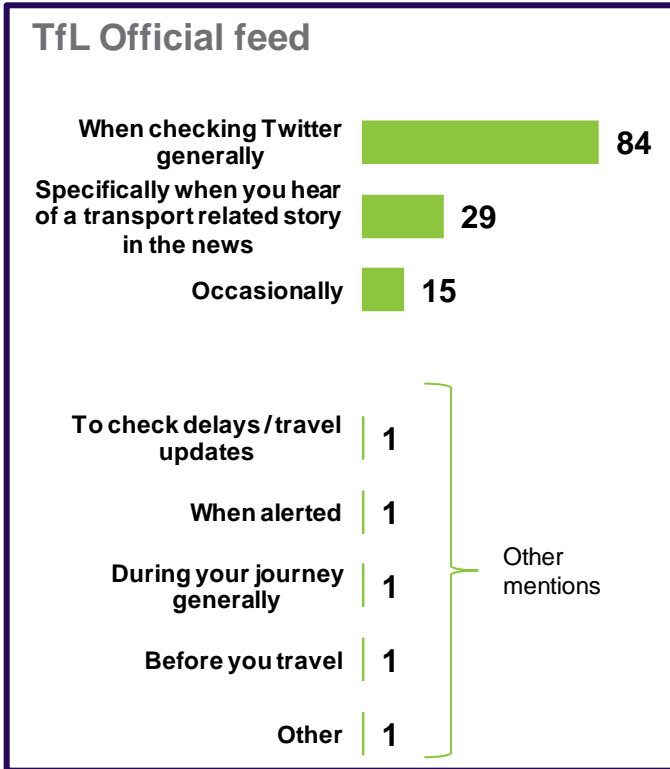
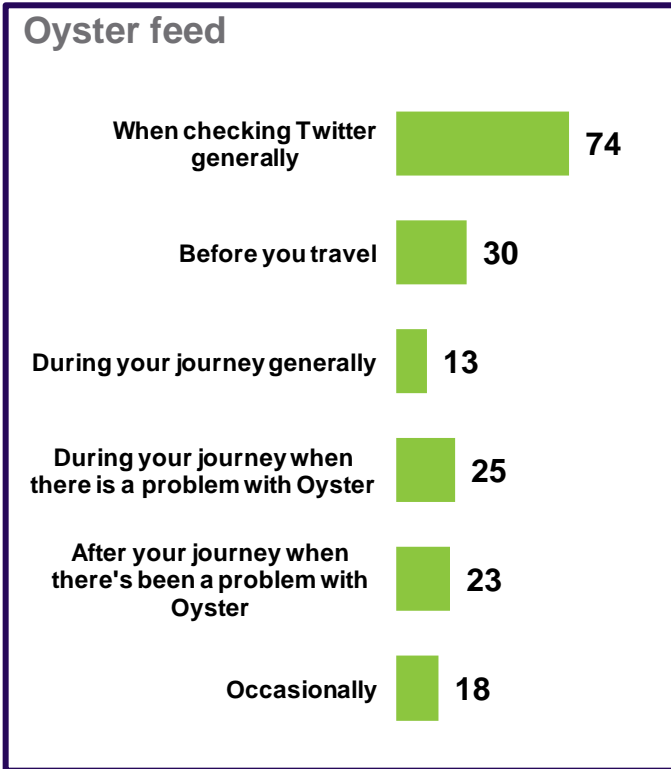
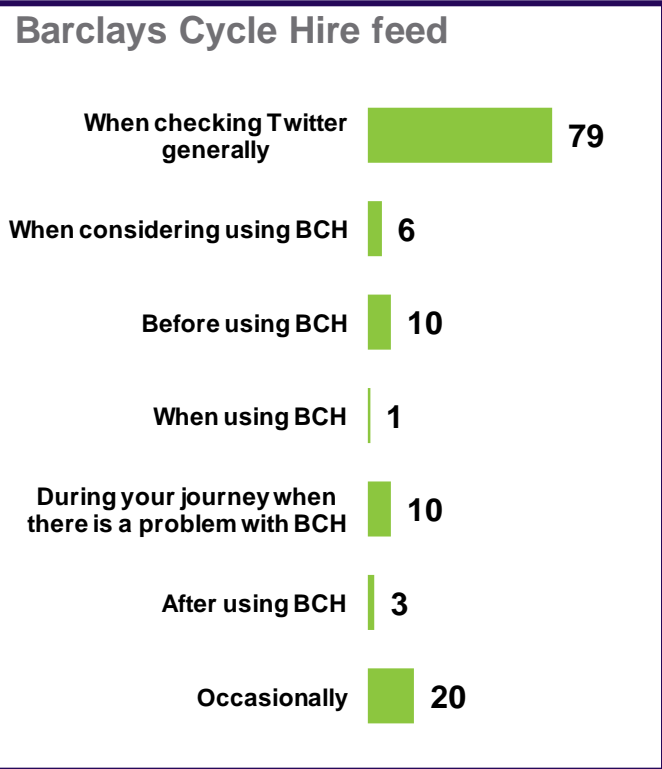


# When users check Twitter feeds – Non real time feeds

Sept 2013 only

Users of the non real time feeds are also most likely to check the feeds when checking Twitter generally (79% BCH, 74% Oyster, 84% TfL Official)

Some Oyster feed users also check the feed before travelling (30%) or when they encounter a problem (both during and after journey) and TfL Official users refer to the feed if they hear of a story in the news (29%)



Q8. Do you tend to check information from @..?

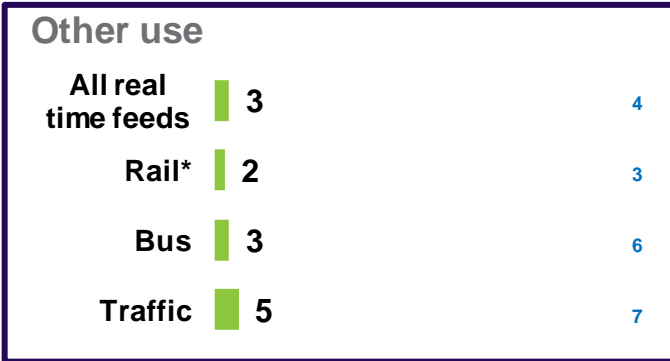
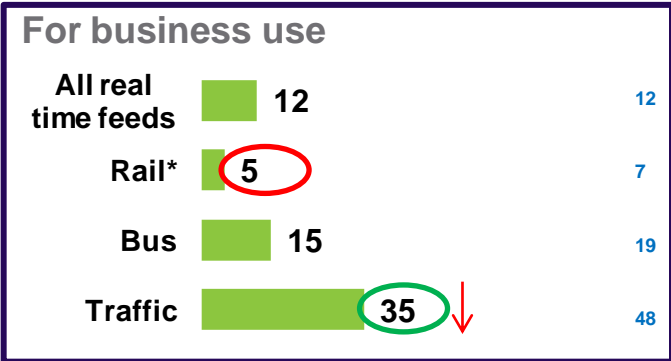
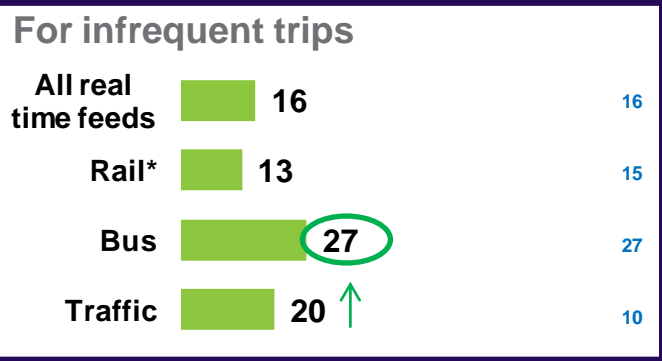
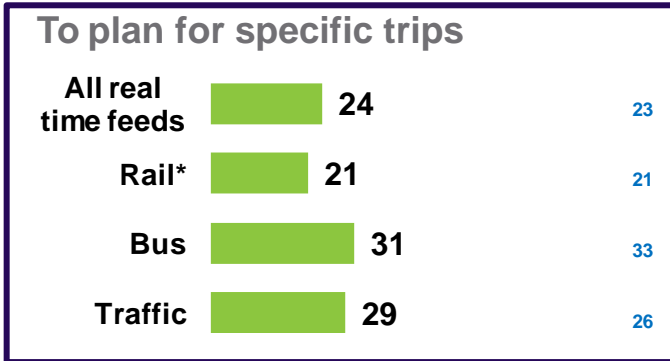
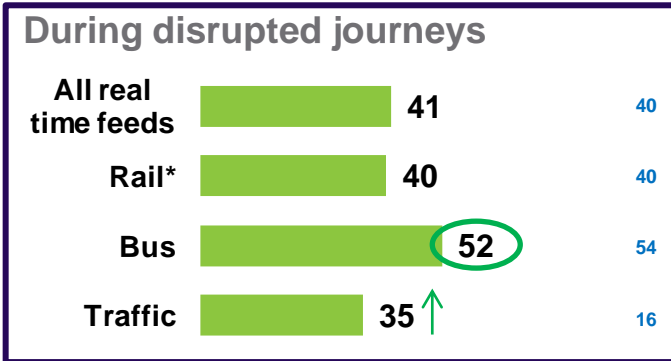
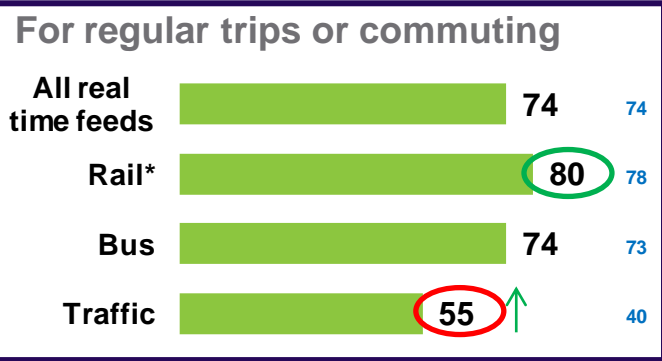
Base: Sept 2013: BarclaysCycleHire (87), Oyster (142), TfL Official (476)



# Reasons for checking TfL Twitter feeds – Real time feeds

The real time feeds tend to be checked for regular trips or commuting (74%) with two fifths also checking them during disrupted journeys

Bus feed users are the most likely to check the feed during disrupted journeys or for infrequent trips. Traffic feed users are now more likely to use the feed for regular and infrequent trips as well as disrupted journeys than they were in Dec 2012



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Blue numbers show percentages from Dec 2012 wave

Q6. What purpose do you use @... for?  
Base: Sept 2013: All real time feeds (1,217), Rail (797), Bus (180), Traffic (240)

Significant differences to all real time feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow – green for higher and red for lower



# Reasons for checking TfL Twitter feeds

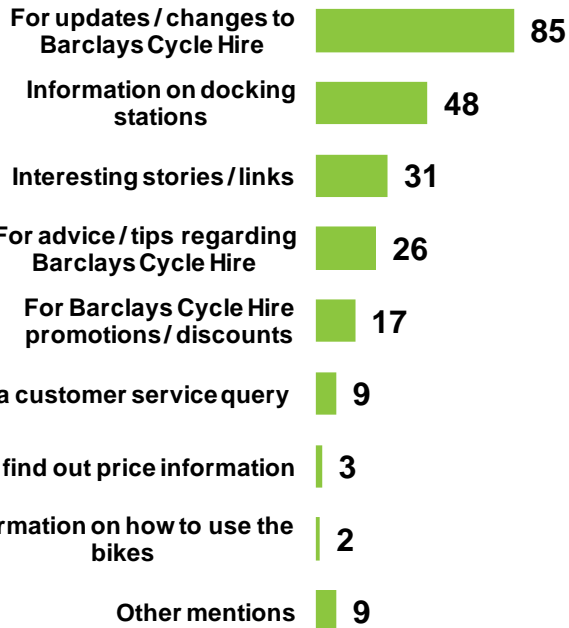
## – Non real time feeds

Sept 2013 only

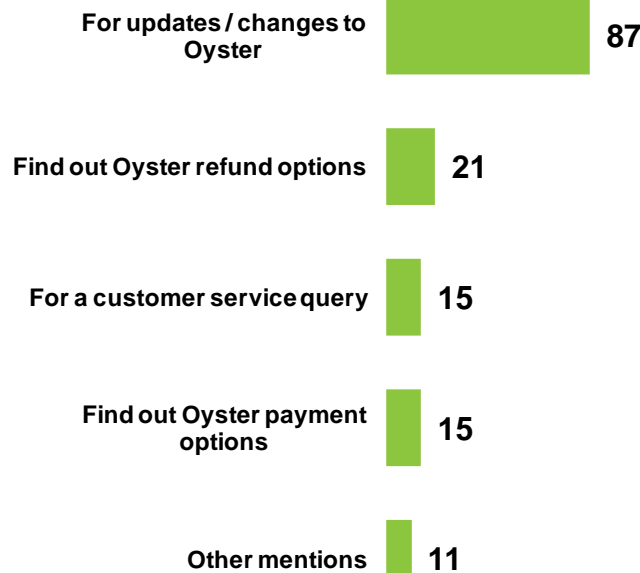
BarclaysCycleHire and Oyster feeds are most likely to be referred to for updates/changes to the services (85%, 87%)

TfL Official is most used for travel information (82%) but also to find out about developments/improvements (43%) or for general interest (42%)

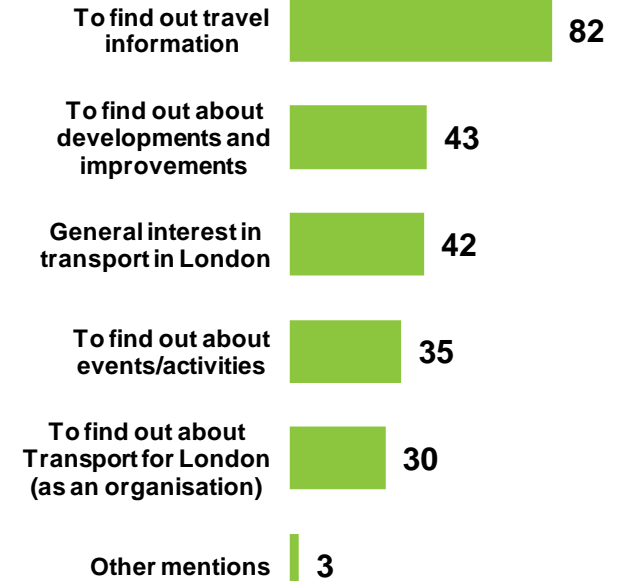
### Barclays Cycle Hire feed



### Oyster feed



### TfL Official feed



Q6. What purpose do you use @... for?

Base: Sept 2013: BarclaysCycleHire (87), Oyster (142), TfL Official (476)

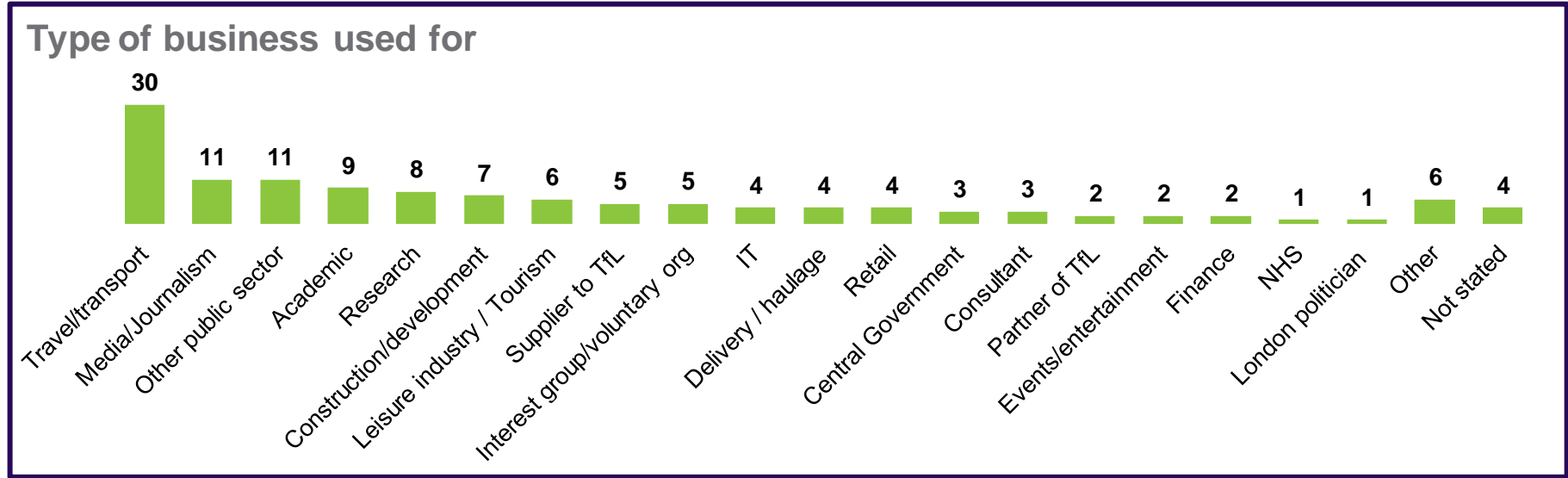


# Usage of TfL Official

Sept 2013 only

95% of TfL Official users refer to the feed for personal uses and 34% for business purposes

Of the 34% who use the feed for business purposes, most work in travel/transport industries (30%, 11% media/journalism, 11% other public sector)



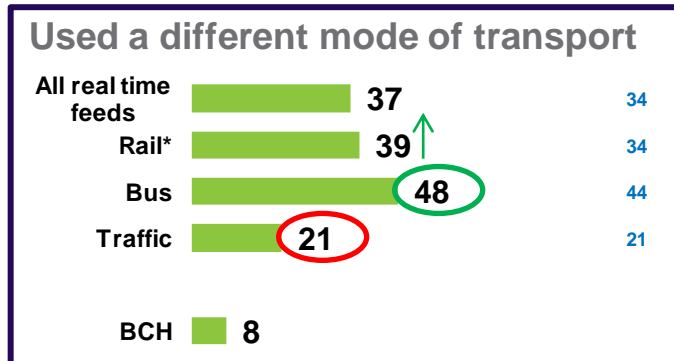
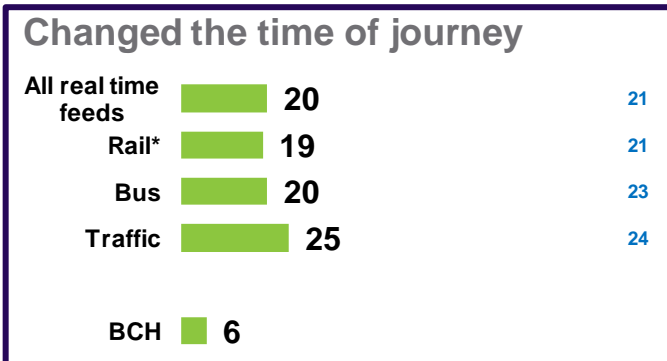
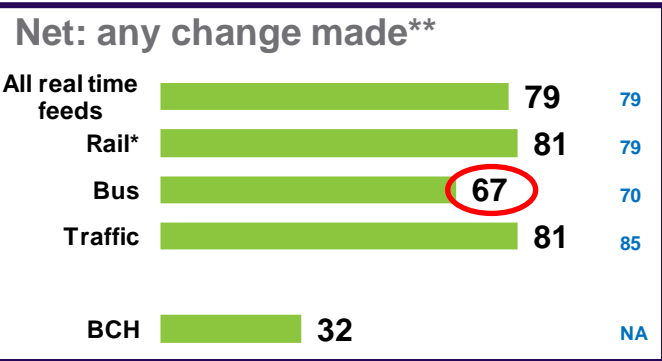
Q6b. Do you tend to use this feed for ...? Base: All TfL Official (476) Q6c. You mention you use this feed for business purposes, what is your line of work? Base: All who use TfL Official feed for business use (business use or both business and personal use) (161)



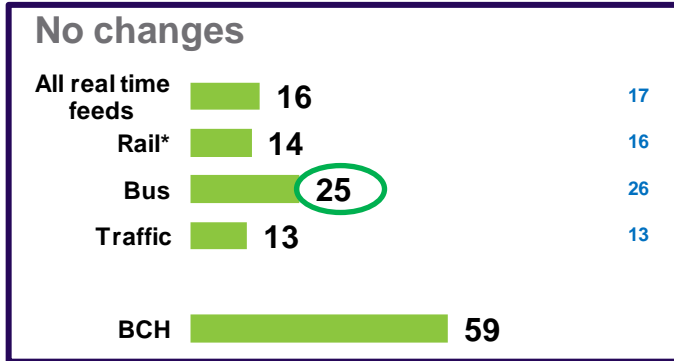
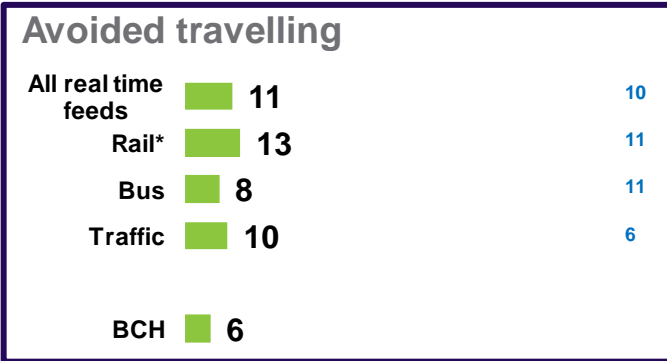
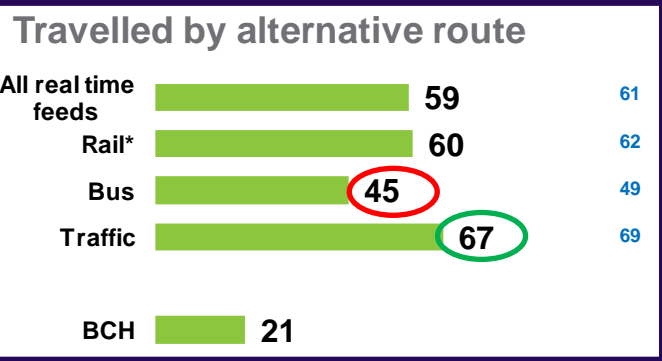
# Impact of Twitter on travel plans – Real time feeds and BCH

The majority (79%) have changed their travel plans as a result of checking the feeds and are most likely to have travelled by an alternative route (59%)

Bus feed users are more likely to use a different mode of transport whereas Traffic feed users are more likely to travel by an alternative route. BCH feed users are least likely to make any change  
Rail feed users are more likely this wave to change their journey for another form of transport



\*\*includes anybody who made any change to their travel plans after looking @...



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Blue numbers show percentages from Dec 2012 wave

Q10. Have you ever changed your travel plans after looking at @...?  
Base: Sept2013: All real time feeds (1,217), Rail (797), Bus (180), Traffic (240) and BarclaysCycleHire (87)

Significant differences to all real time feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec 2012 and Sept2013 are indicated by a coloured arrow – green for higher and red for lower

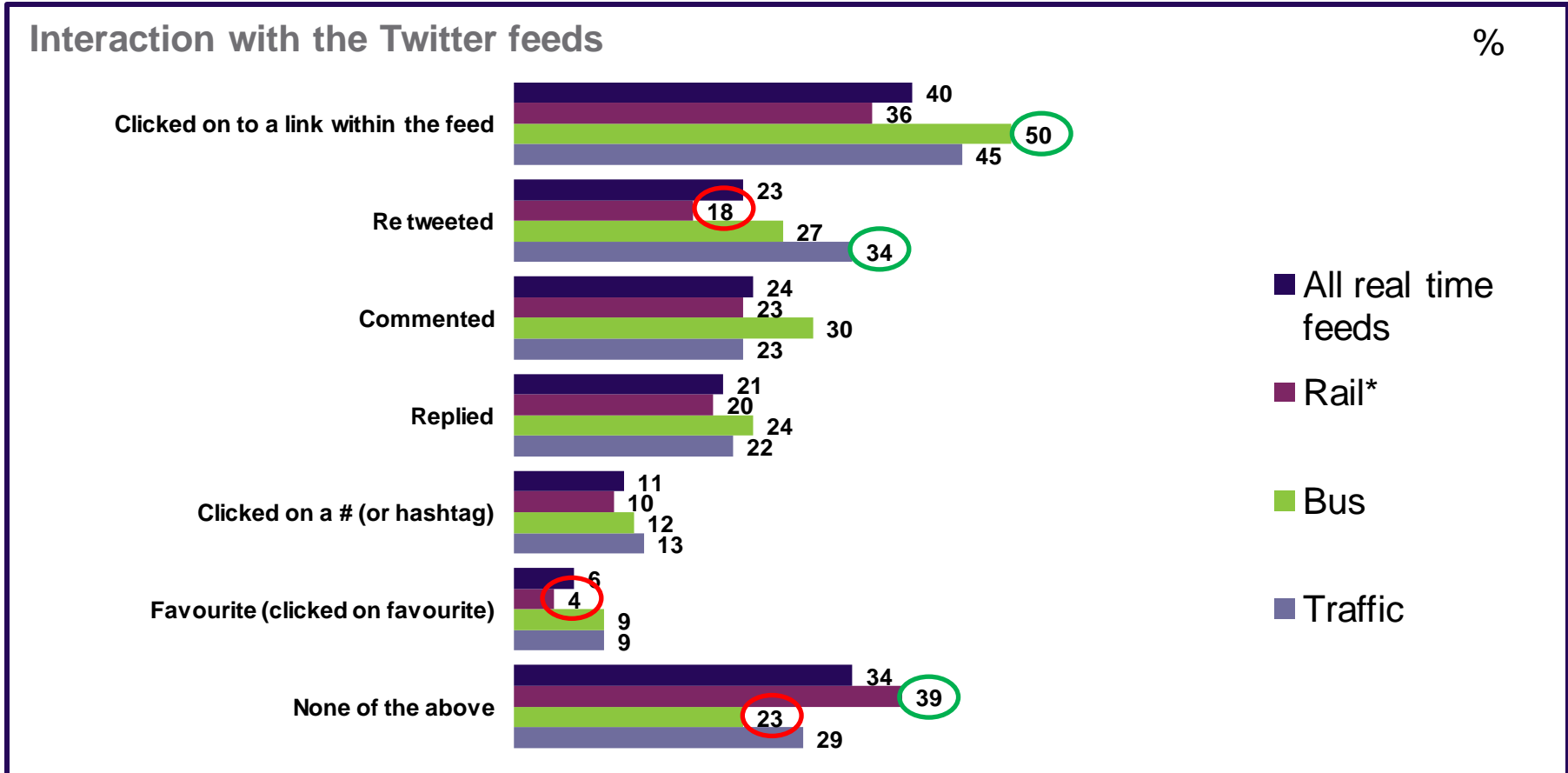


# Levels of interaction with the feeds – Real time information feeds

Asked in Sept 2013 only

Users of the real time feeds tend to click on a link within the feed (40%).  
Just under a quarter re-tweet, comment or reply

Bus feed users are more likely than other users to click on to a link within the feed (50%) and  
Traffic feed users are more likely than other users to re tweet something from the feed (34%)



Q3. Have you ever done any of the following with ...?

Base: Sept2013: All real time feeds (1,217), Rail (797), Bus (180), Traffic (240)

Significant differences to the total sample at the 95% confidence level are marked with a coloured circle – green for higher and red for lower

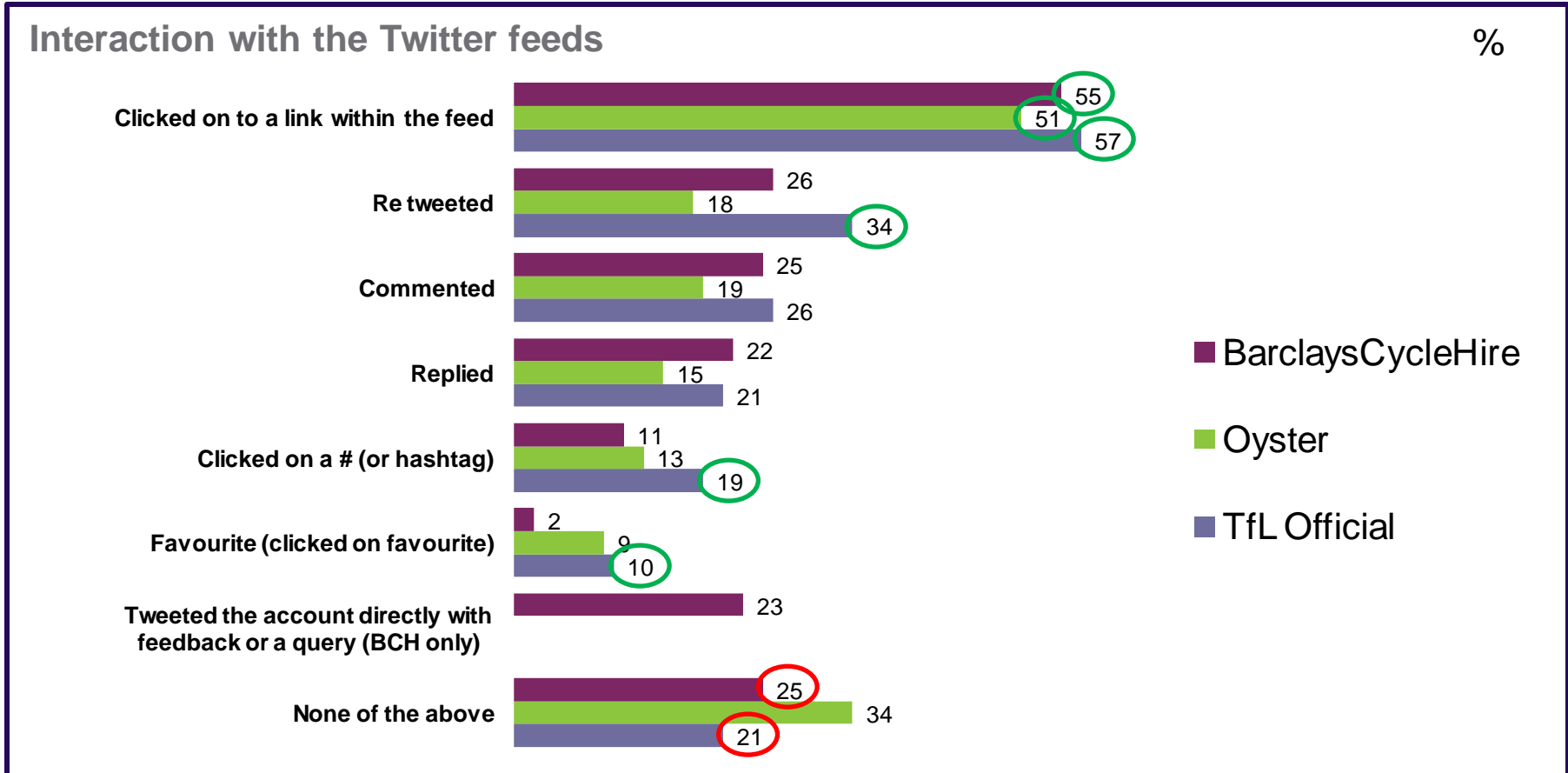


# Levels of interaction with the feeds – Non real time information feeds

Asked in Sept 2013 only

Users of the non-real time information feeds are also likely to click onto a link within the feed (51% to 57%)

TfL Official users are more likely than real time or Oyster feed users to re-tweet, and are more likely than real time or BCH feed users to click on a hashtag or favourite something on the feed



Q3. Have you ever done any of the following with ...?

Base: Sept2013: Sept2013: BarclaysCycleHire (87), Oyster (142), TfL Official (476)

Significant differences to the total sample at the 95% confidence level are marked with a coloured circle – green for higher and red for lower



## **5. Review of Twitter feeds**

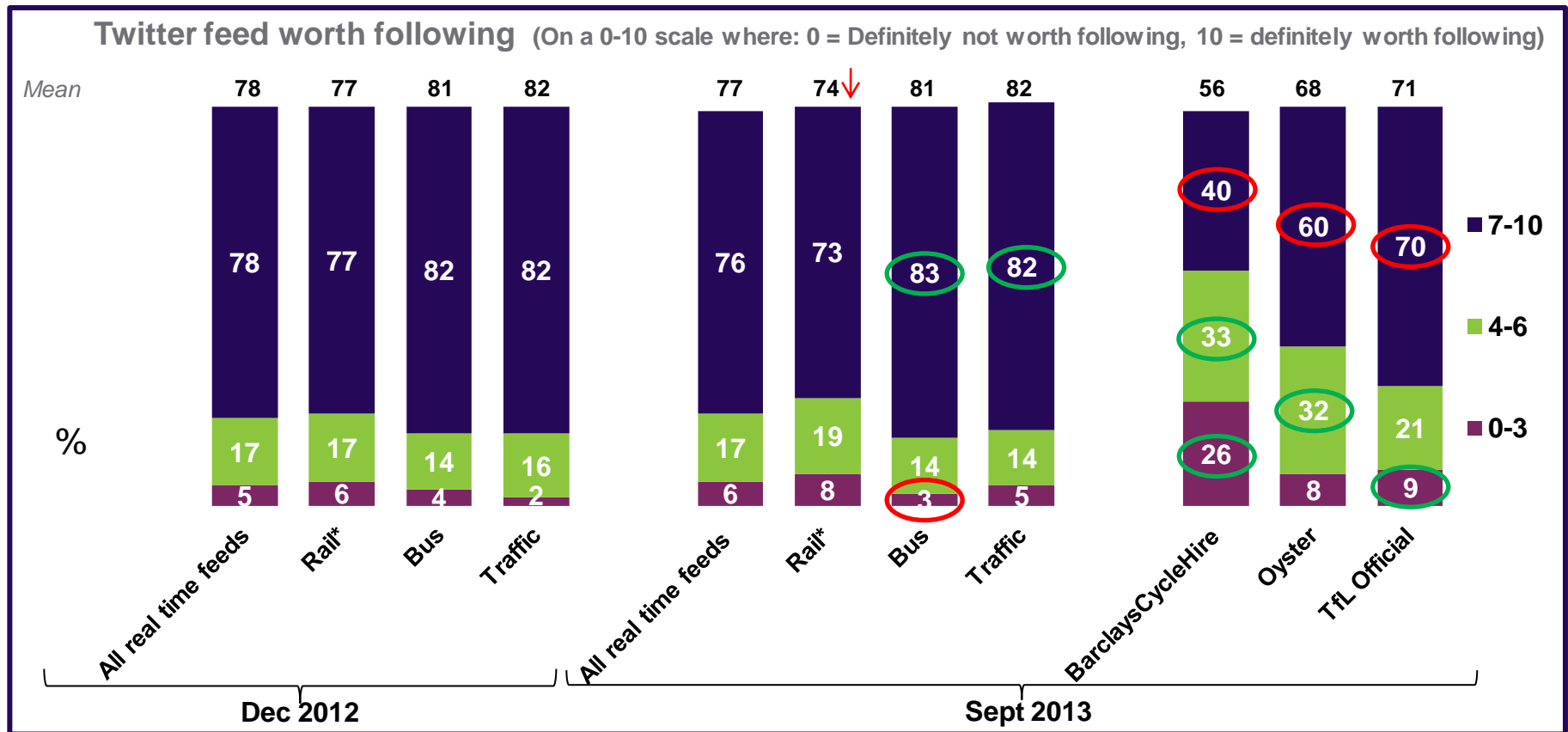




# Feeds considered worth following – All feeds

76% of real time feed users think the feeds are worth following, particularly Bus and Traffic feed users

Although lower than for real time feeds the majority of Oyster and TfL Official users consider these feeds worth following (60%, 70%) however just 40% of BCH feed users consider it worth following



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q7. Using a scale of 0 to 10 where 0 is "definitely not worth following" to 10 "definitely worth following" how much do you agree that <feed> is worth following? Base: Dec 2012: All real time information feeds (898), Rail (698), Bus (113), Traffic (87) / Sept 2013: All real time information feeds (1,217), Rail (797), Bus (180), Traffic (240), BarclaysCycleHire (87), Oyster (142), TfL Official (476)

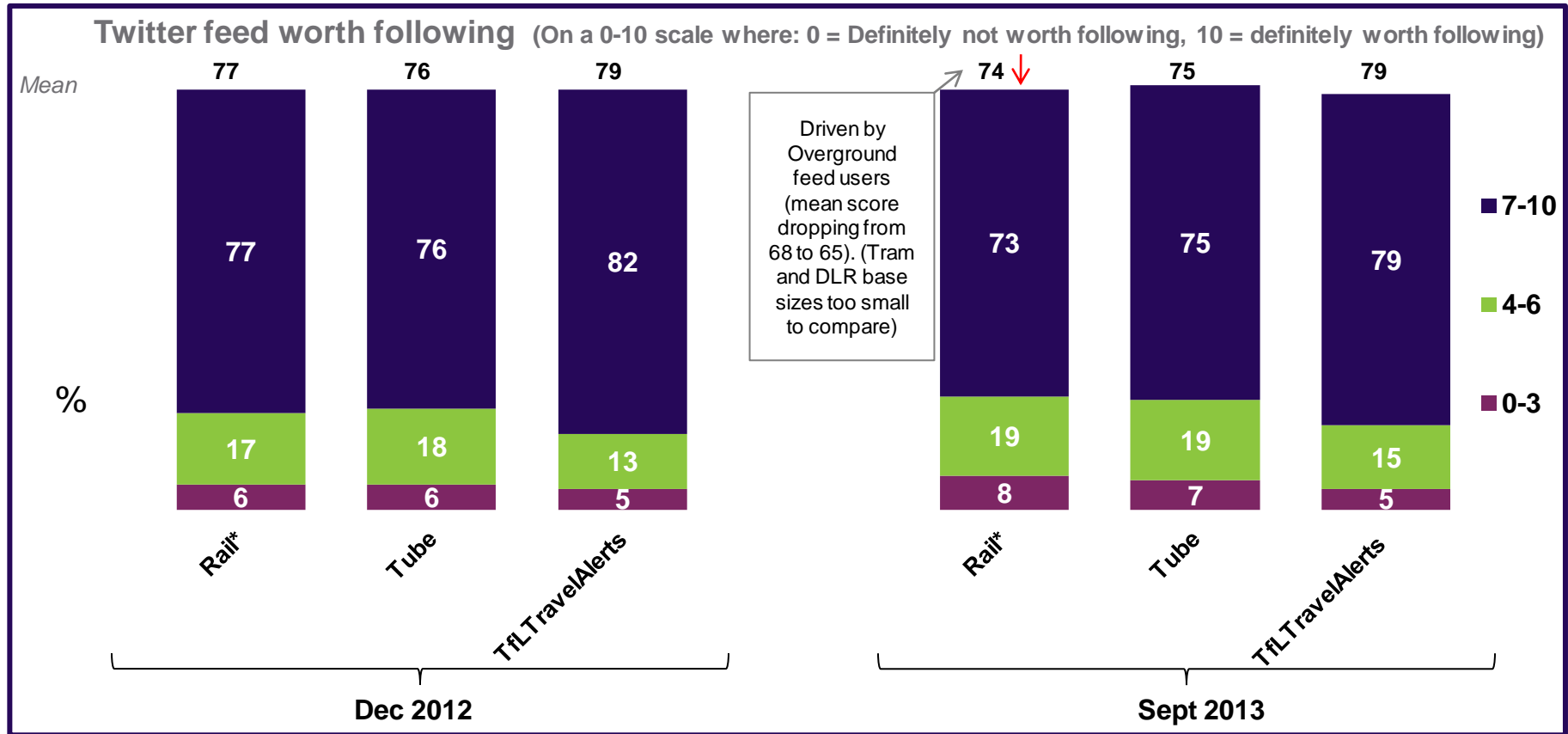
Significant differences to all real time feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow – green for higher and red for lower



# Feeds considered worth following – Rail feeds

## 73% of Rail users think the feeds are worth following

In this wave a lower percentage of users consider the Rail feeds to be worth following (mean 74 versus 77 in Dec 2012) which can be attributed to the Overground feed rather than differences in the Tube or TfLTravelAlerts feeds



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q7. Using a scale of 0 to 10 where 0 is "definitely not worth following" to 10 "definitely worth following" how much do you agree that <feed> is worth following? Base: Dec 2012: Rail (698), Tube (373), TfLTravelAlerts (252) / Sept 2013: Rail (797), Tube (563), TfLTravelAlerts (97)

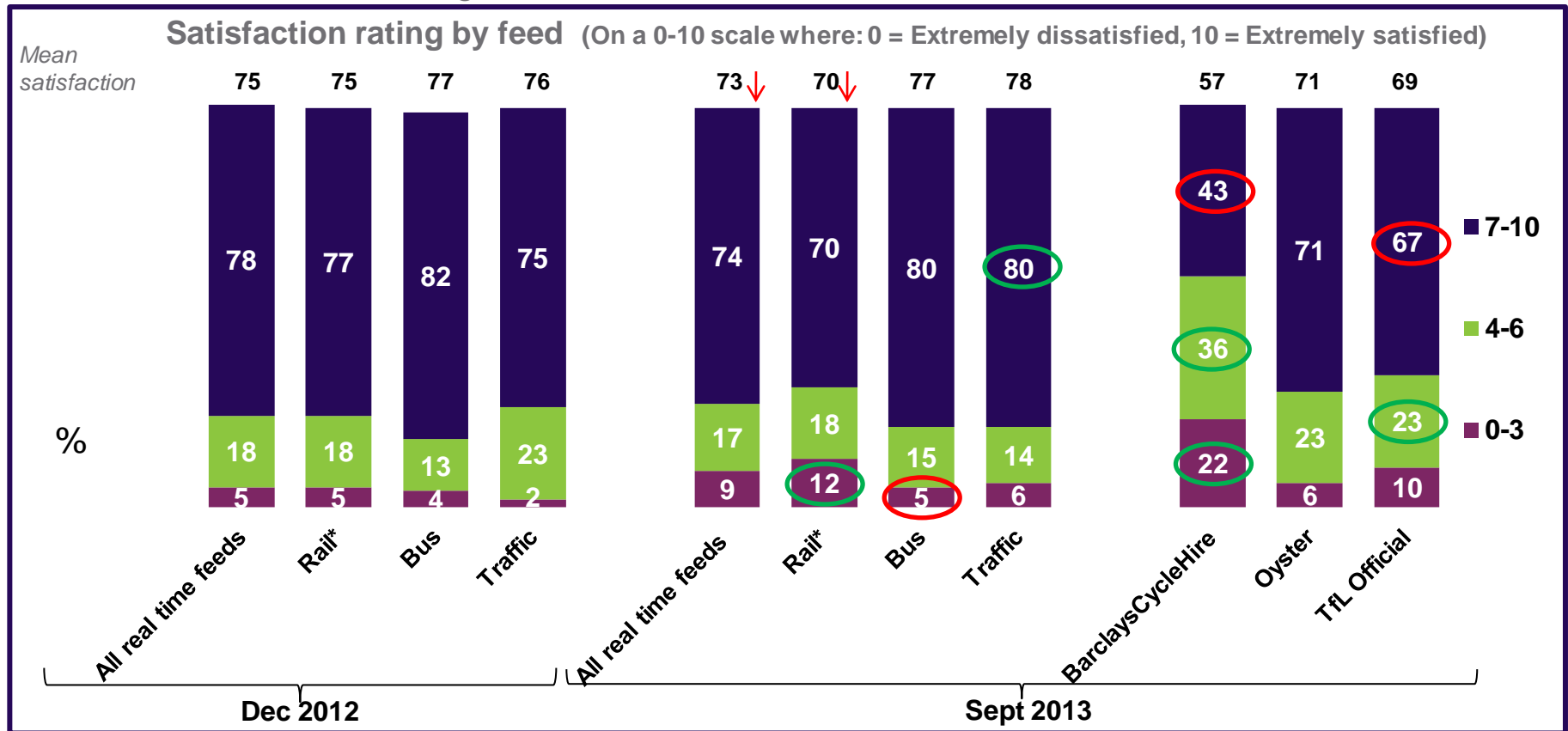
Significant differences to Rail feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow – green for higher and red for lower



# Satisfaction with TfL information provided via Twitter – All feeds

The majority (74%) of users are satisfied with the information on the TfL real time Twitter feeds

Bus and Traffic feed users are most satisfied whereas BarclaysCycleHire feed users are least satisfied with 22% rating their satisfaction 0-3



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you overall with the information on ...? Base: Dec 2012: All real time information feeds (898), Rail (698), Bus (113), Traffic (87) / Sept 2013: All real time information feeds (1,217), Rail (797), Bus (180), Traffic (240), BarclaysCycleHire (87), Oyster (142), TfL Official (476)

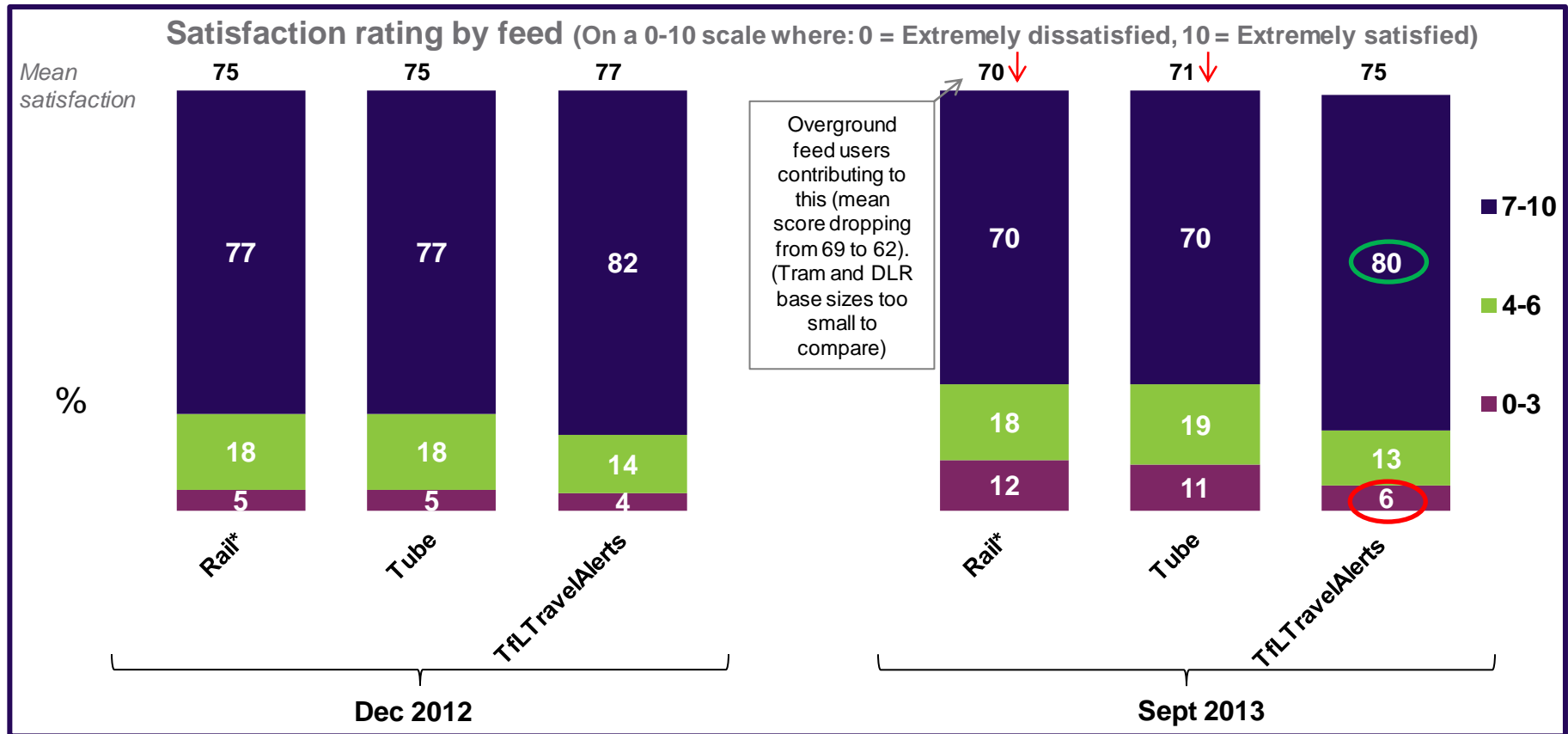
Significant differences to all real time feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow – green for higher and red for lower



# Satisfaction with TfL information provided via Twitter – Rail feeds

70% of Rail Twitter feed users are satisfied with the feeds, with users of TfLTravelAlerts being most satisfied (80%)

Users are less satisfied with the Tube feeds in September 2013



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you overall with the information on ...? Base: Dec 2012: Rail (698), Tube (373), TfLTravelAlerts (252) / Sept 2013: Rail (797), Tube (563), TfLTravelAlerts (97)

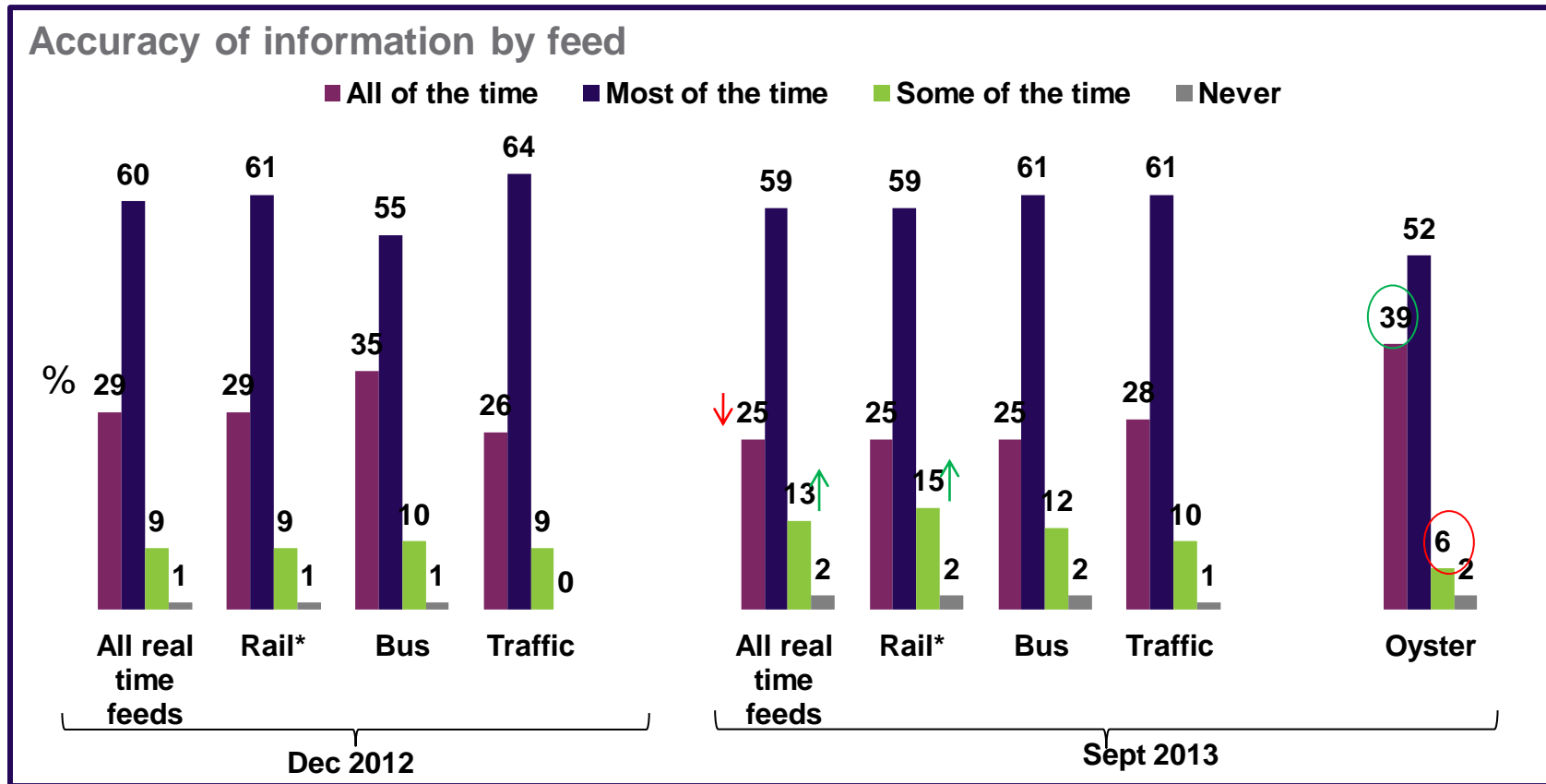
Significant differences to Rail feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow – green for higher and red for lower



# Accuracy & reliability of information on each feed – All real time feeds and Oyster feed

A quarter find the information on the real time feeds to be accurate and reliable 'all of the time' and 59% find them to be accurate 'most of the time'

Oyster feed users are more likely to consider the information to be accurate all of the time (39%)



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q5. Do you find the information on @... to be accurate and reliable?

Base: Dec 2012: All real time feeds (898), Rail (698), Bus (113), Traffic (87)/ Sept 2013: All real time feeds (1,217), Rail (797), Bus (180), Traffic (240), Oyster (142)

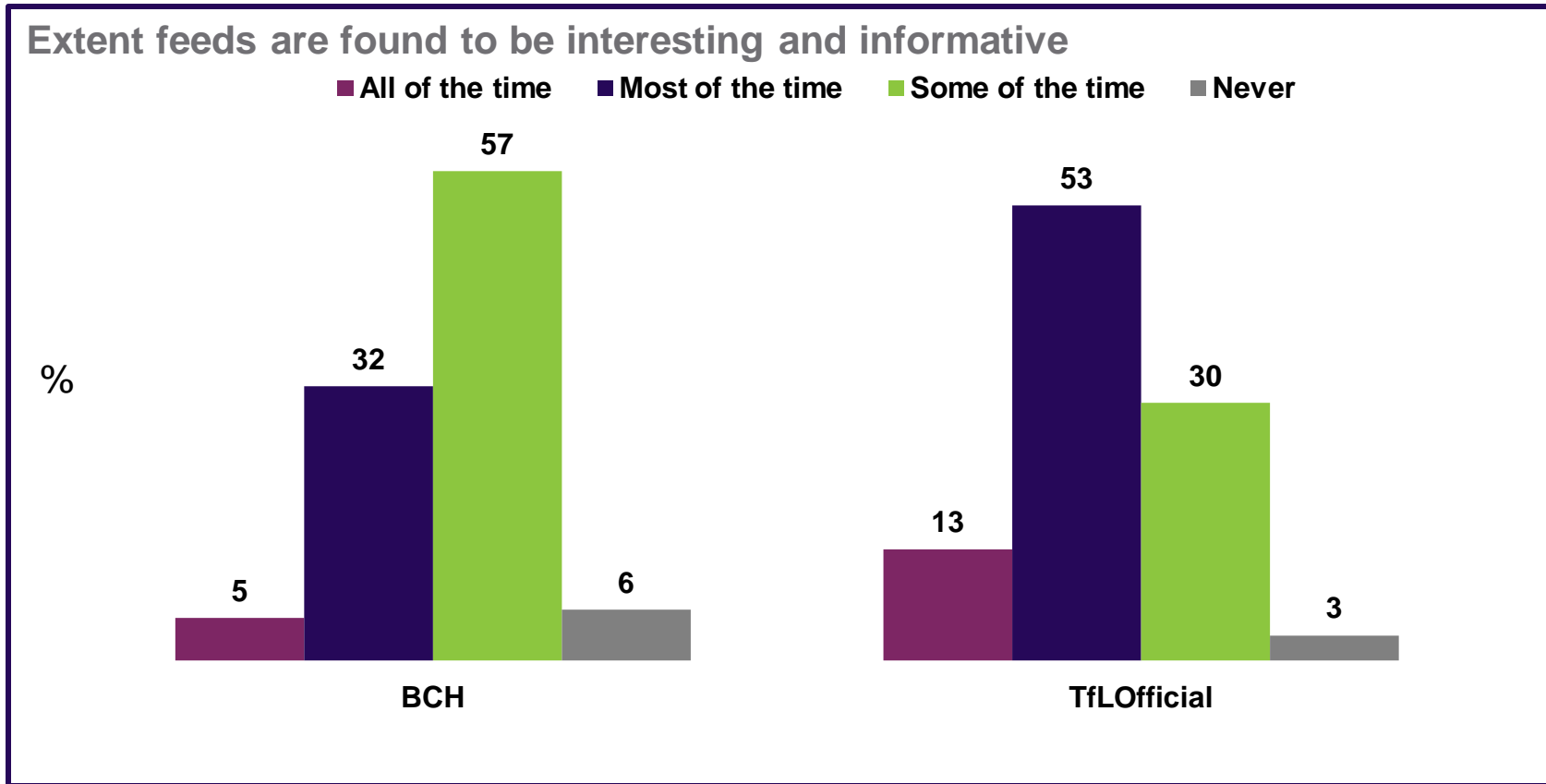
Significant differences to all real time feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow – green for higher and red for lower



# Information interesting and informative – BCH and TfL Official

Asked in Sept 2013 only

Users of TfL Official find the information to be interesting and informative most of the time (53%) whereas BCH feed users are more likely to find the information provided on that feed to be interesting/informative only some of the time or never (63%)



Q5b. Do you find the information to be interesting / informative?  
Base: Sept2013 : BarclaysCycle (87), TfL Official (476)



# Satisfaction with customer service query – Oyster feed

Sept 2013 only

Most of those who used the Oyster feed for a query received a response and were satisfied with both the speed and content of this response

It is difficult however to draw firm conclusions due to the small base sizes available

**Receiving a response to a query**

Of 21 respondents who used Oyster feed for a customer service query:

- 15 received a response to their query
- 2 didn't require a response
- 4 did not receive a response



**Satisfaction with speed of response**

Of the 15 receiving a response:

- 10 rated their satisfaction with speed of response 7-10 out of 10
- 4 rated it 4-6 out of 10
- 1 rated it 0-3 out of 10

**Extent to which query was answered**

Of the 15 receiving a response:

- 9 said the response completely answered their query
- 3 said it partly answered it
- 2 could not remember
- 1 said it did not answer their query at all

*Numbers rather than percentages are shown above due to low base sizes*

*Q6d. You mention you've used @TFL Oyster for a customer service query. Did you receive a response to your query?*

*Base: Oyster feed users who have used feed for customer service query (21)*

*Q6e. Using a scale of 0 to 10 where 0 is "extremely dissatisfied" to 10 "extremely satisfied" how satisfied were you with the speed of the response?/*

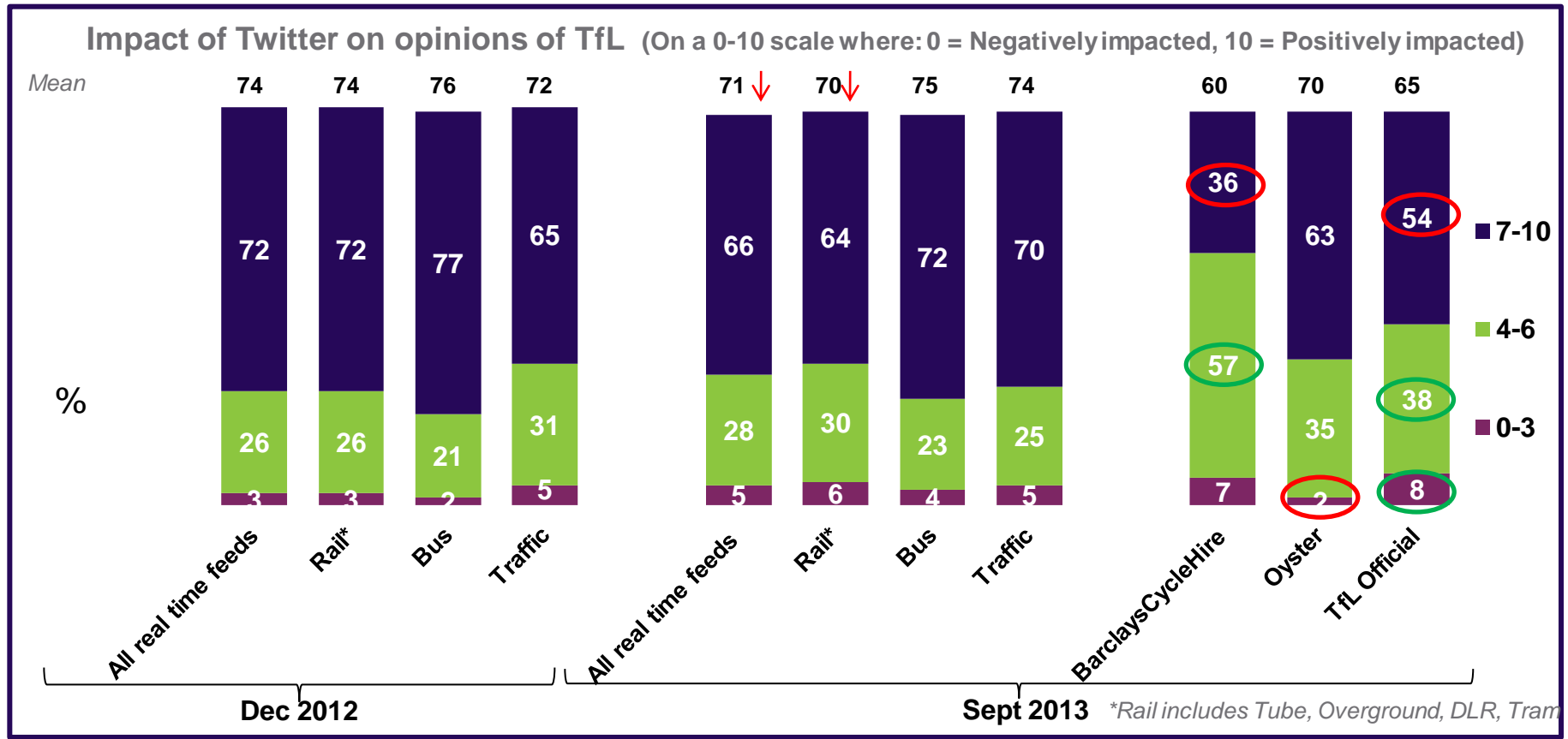
*Q6f. Did the response answer your query? Base: All Oyster feed users who have used feed for customer service query and received a response (15)*



# Impact of Twitter on perceptions of TfL – All feeds

The Twitter feeds have had a positive impact on perceptions of TfL for the majority of followers, with the exception of BCH (36%)

There is also less of a positive impact seen for Rail feed users compared to Dec 2012



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q12. What effect has following @... had on your opinion of TfL? Base : Dec 2012: Base All who follow real time information feeds (867), all who follow any Rail feed (669), all who follow @TfLBusAlerts (113), all who follow @TfL TrafficNews (85) / Sept 2013: All who follow real time information feeds (1,198), all who follow any Rail feed (782), all who follow @TfLBusAlerts (178), all who follow @TfL TrafficNews (238), all who follow @BarclaysCycleHire (84), all who follow @TfL Oyster (135), all who follow @TfL Official (462)

Significant differences to Rail feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec2012 and Sept 2013 are indicated by a coloured arrow – green for higher and red for lower

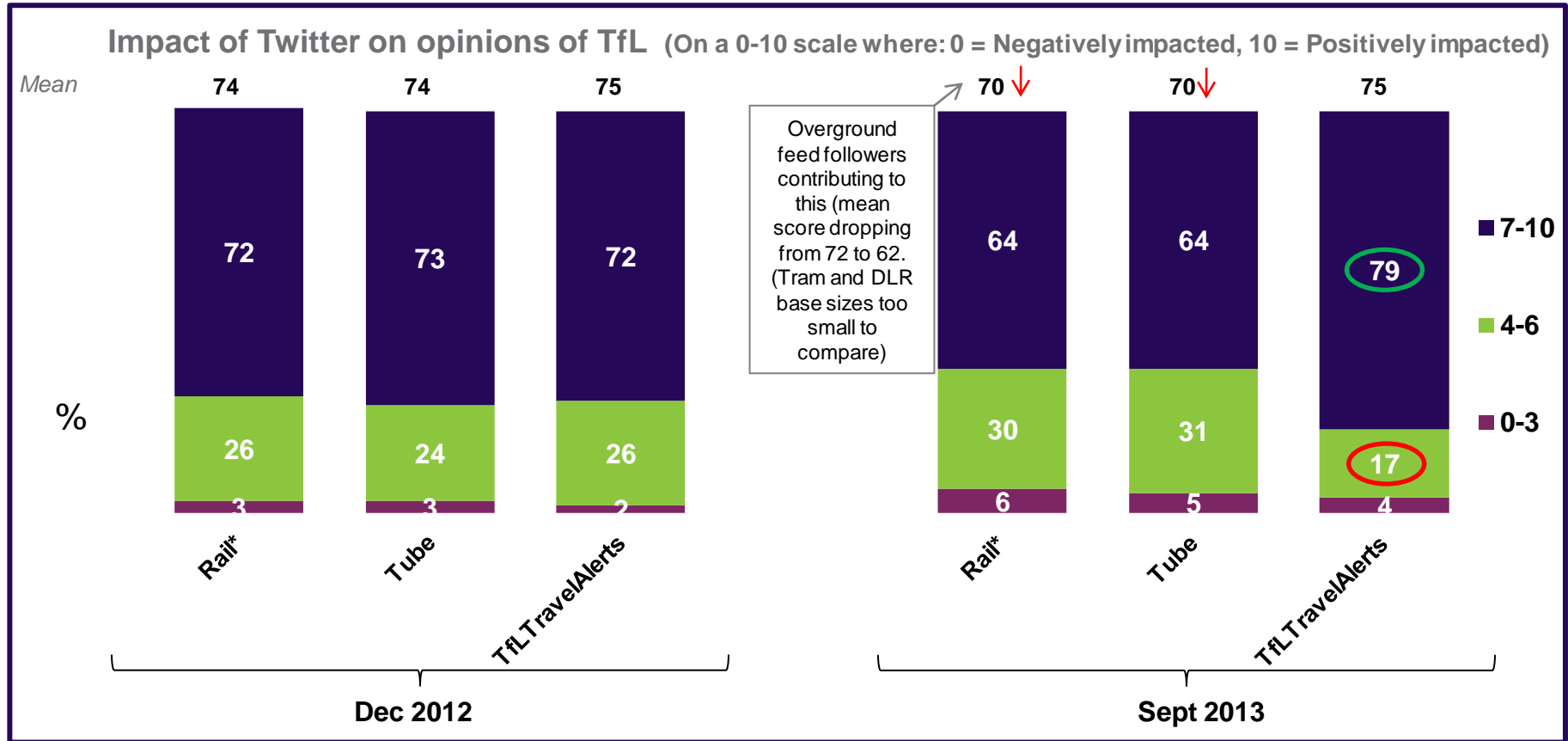




# Impact of Twitter on perceptions of TfL – Rail feeds

The Rail feeds have had a positive impact on perceptions of TfL for 64% of followers, particularly followers of TfL TravelAlerts

Tube feed users are slightly more negative than before

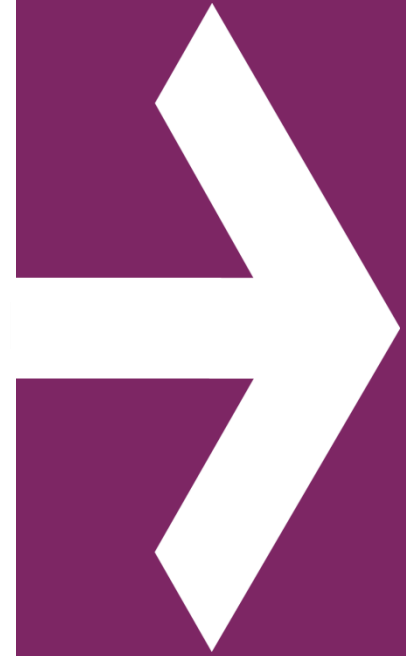


\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q12. What effect has following @... had on your opinion of TfL?

Base : Dec 2012: Base All who follow any Rail feed (669), all who follow any Tube feed (359), all who follow @TfL TravelAlerts (240) / Sept 2013: All who follow any Rail feed (782), all who follow any Tube feed (555), all who follow @TfL TravelAlerts (94)

Significant differences to Rail feeds at the 95% confidence level are marked with a coloured circle / Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow – green for higher and red for lower

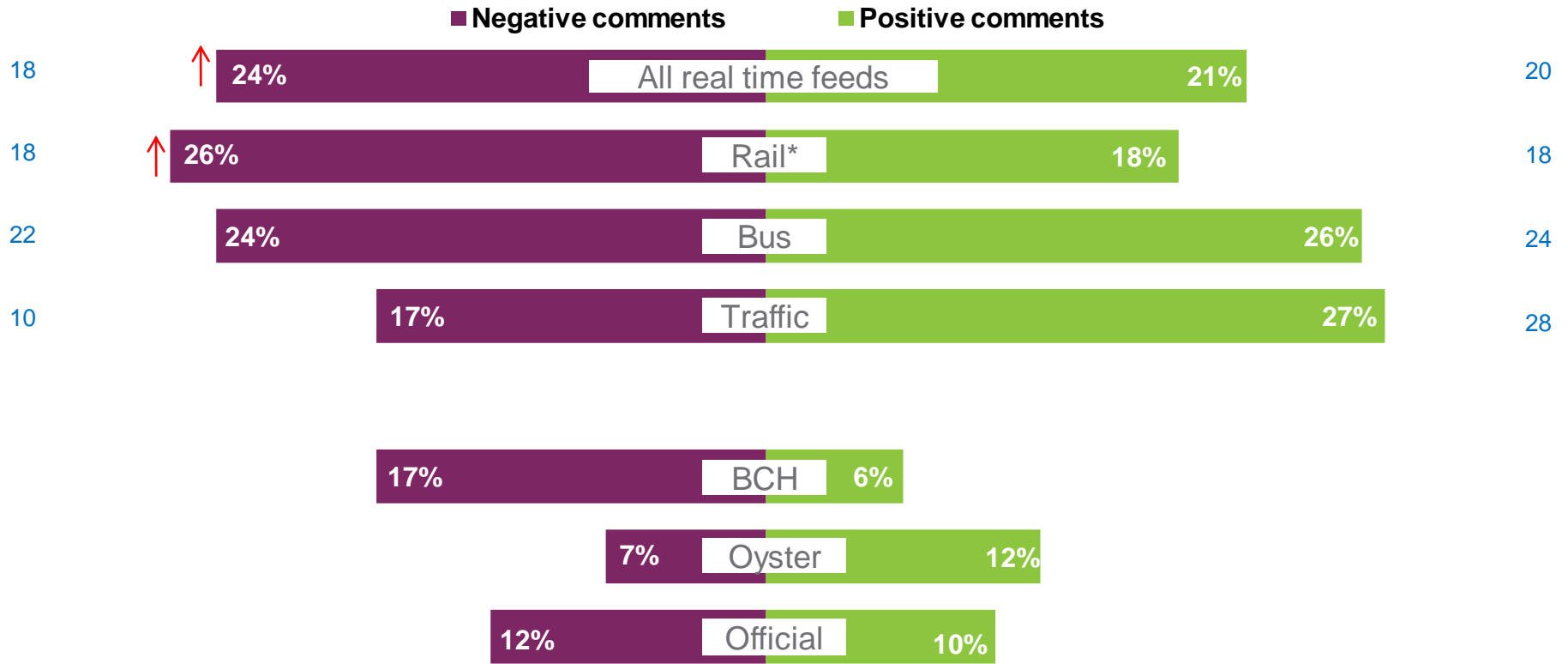


## **6. User suggested improvements**



# Users thoughts on TfL Twitter feeds – All feeds

When prompted, 21% of real time feed users made a positive observation and 24% a negative observation, while the majority had nothing further to add  
Non real time feed users are less likely to leave any feedback though where comments are made BCH users are more likely to give negative (17%) rather than positive (6%) feedback



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram  
 Q13. Do you have any other feedback for TfL about this Twitter feed?  
 Base: Sept2013: All real time information feeds (1,217), Rail (797), Bus (180),  
 Traffic (240), BarclaysCycleHire (87), Oyster (142), TfL Official (476)

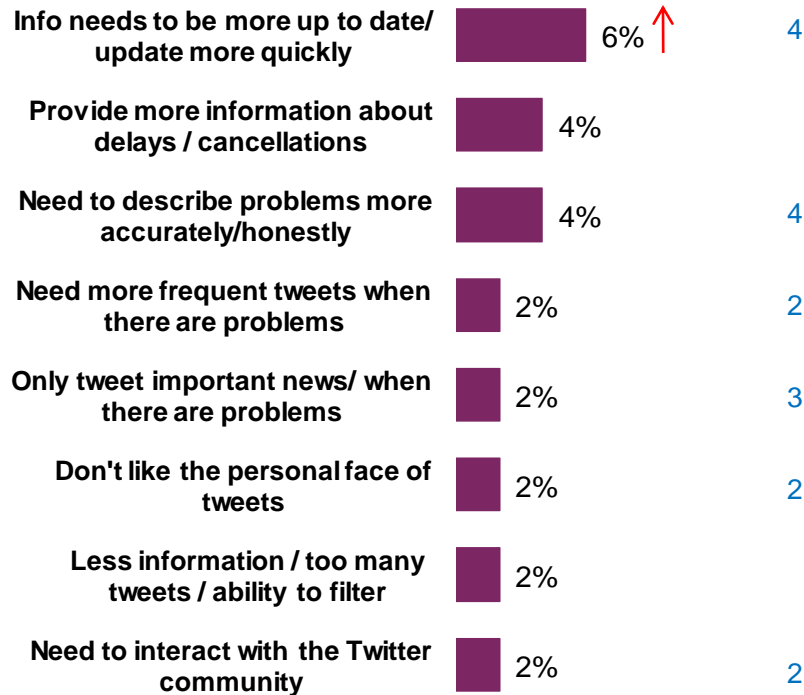
Blue numbers show percentages from Dec 2012 wave  
 Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow



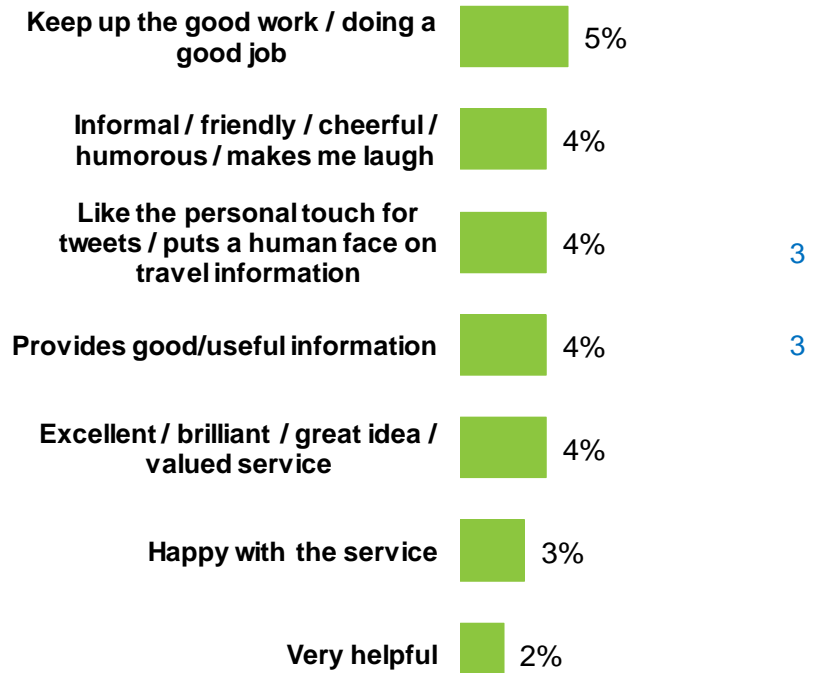
# What users said about TfL Twitter feeds – Real time feeds

Where negative comments were made these tended to centre on keeping information up to date (6%), providing more information about delays/cancellations (4%) or describing problems more accurately (4%)

## Negative comments (net: 24%)



## Positive comments (net: 21%)



Mentions over 1% are shown Base sizes were too small to split out the comments by feed Q13. Do you have any other feedback for TfL about this Twitter feed? Base: All real time Twitter feeds (1,217)

Blue numbers show percentages from Dec 2012 wave Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow



# What users said about TfL Twitter feeds

## – Non real time feeds

Sept 2013 only

Where comments were made the most common negative mention (3% of BCH feed users and 4% of TfL Official feed users) was the need to interact with the Twitter community more (eg reply to questions, tweets)

<b>Barclays Cycle Hire feed</b>
<b>Negative mentions. Net: 17%</b>
<ul style="list-style-type: none"> <li>• Need to interact with Twitter community (3%)</li> <li>• Be more professional / some tweets unnecessary / silly (3%)</li> <li>• Information needs to be more up to date/update more quickly (2%)</li> <li>• Less information / too many feeds / tweets / ability to filter (2%)</li> <li>• More information / detail needed (2%)</li> </ul>
<b>Positive mentions. Net: 6%</b>
<ul style="list-style-type: none"> <li>• Excellent /brilliant/great idea (2%)</li> </ul>

<b>Oyster feed</b>
<b>Negative mentions. Net: 7%</b>
<ul style="list-style-type: none"> <li>• No negative comments made by minimum 2%</li> </ul>
<b>Positive mentions. Net: 12%</b>
<ul style="list-style-type: none"> <li>• Happy with the service (5%)</li> <li>• Keep up the good work (2%)</li> <li>• Provides good/useful information/helpful (2%)</li> </ul>

<b>TfL Official feed</b>
<b>Negative mentions. Net: 12%</b>
<ul style="list-style-type: none"> <li>• Need to interact with Twitter community (4%)</li> <li>• Less information / too many feeds / tweets / ability to filter (2%)</li> </ul>
<b>Positive mentions. Net: 10%</b>
<ul style="list-style-type: none"> <li>• Keep up the good work (5%)</li> <li>• Happy with the service (5%)</li> <li>• Excellent /brilliant/great idea (2%)</li> </ul>

Mentions over 1% are shown

Q13. Do you have any other feedback for TfL about this Twitter feed?

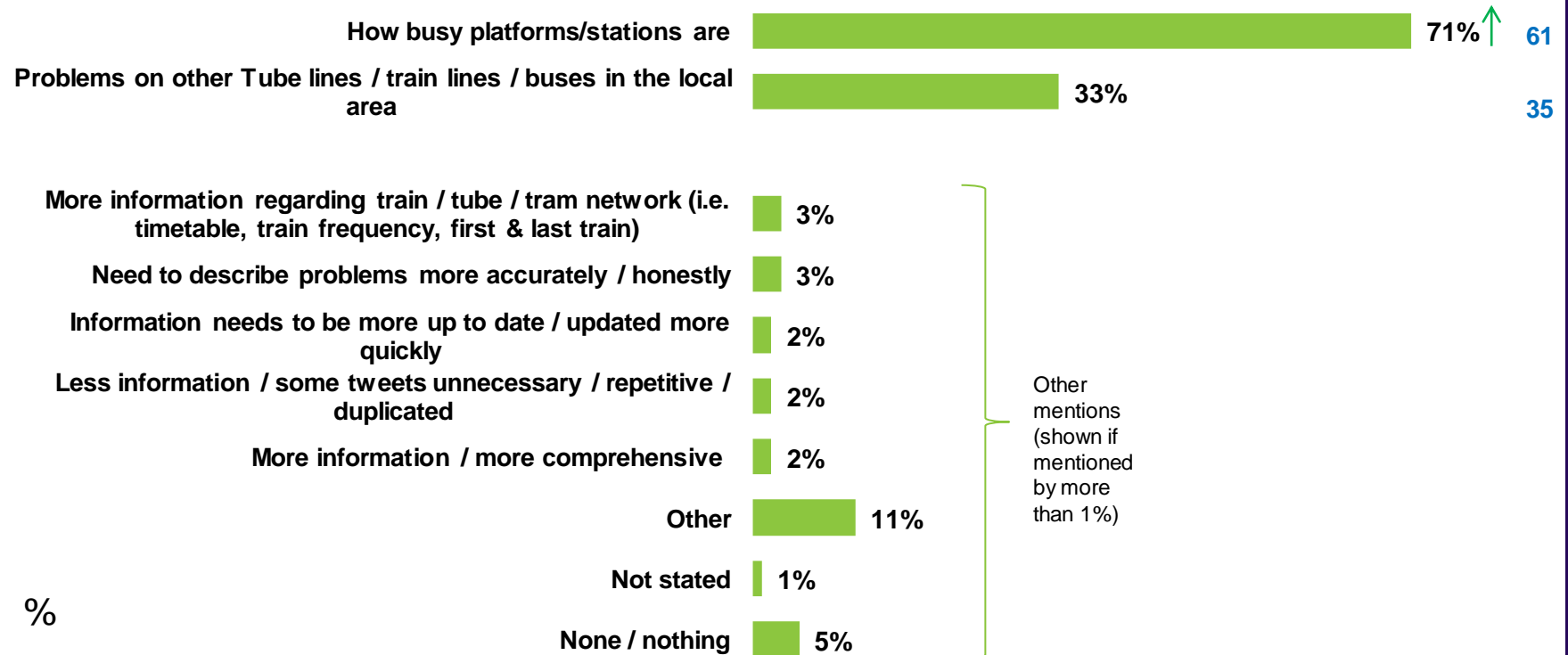
Base: Sept 2013: BarclaysCycleHire (87), Oyster (142), TfL Official (476)



# What users would like to see more on @TfL Rail feeds

Followers of Rail feeds would like them to include information about how congested platforms/stations are (71%) or problems on other lines/transport in their local area (33%)

## Additional / other real time information by @ TfL Rail feed followers



Q11. What other real time information would you like to see on TfL Twitter feeds?  
Base: Sept2013: All who follow @ any TfL Rail (782)

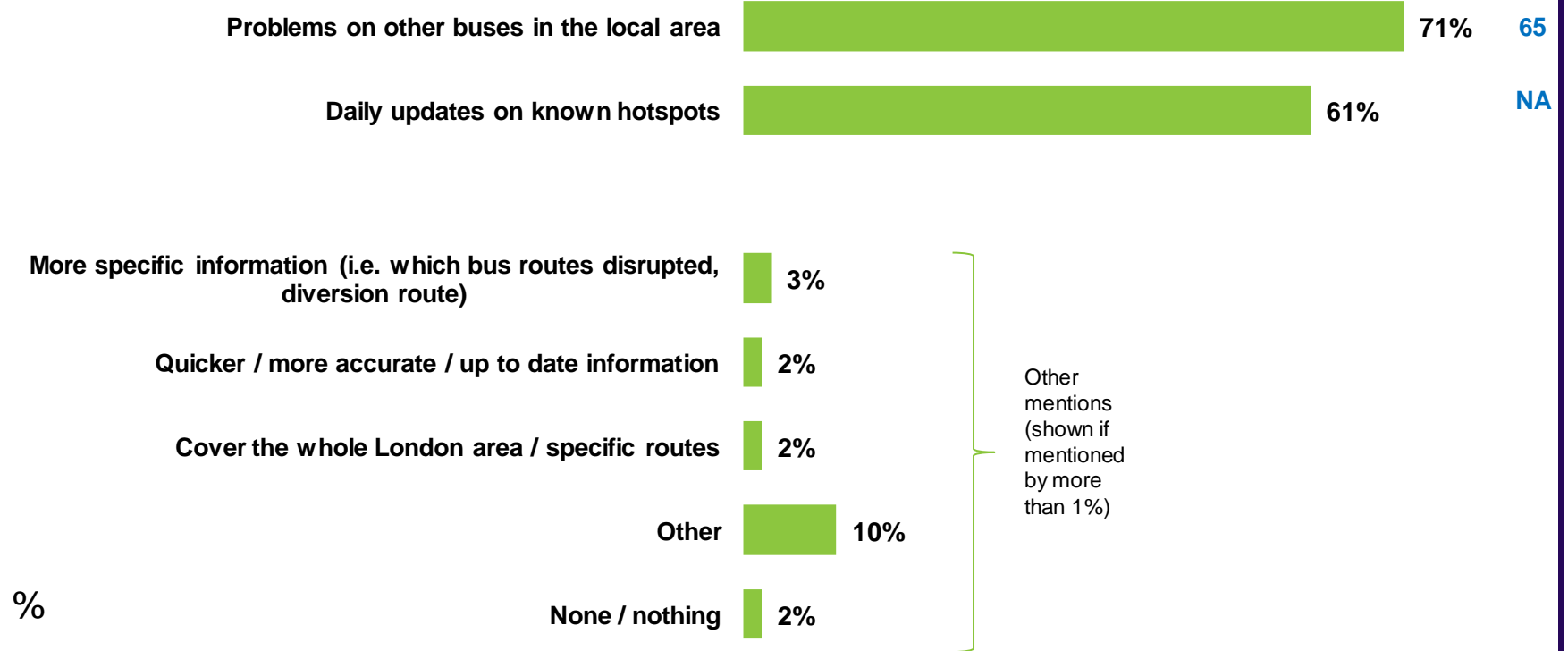
Blue numbers show percentages from Dec 2012 wave  
Significant differences between Dec 2012 and Sept 2013 are indicated by a coloured arrow



# What users would like to see more of on @TfLBusAlerts

Bus feed followers would like it to include information about problems on other buses in the local area (71%) and daily updates on known hotspots (61%)

## Additional / other real time information by @TfLBusAlerts followers



Q11. What other real time information would you like to see on TfL Twitter feeds?  
Base: Sept2013: All who follow @TfLBusAlerts (178)

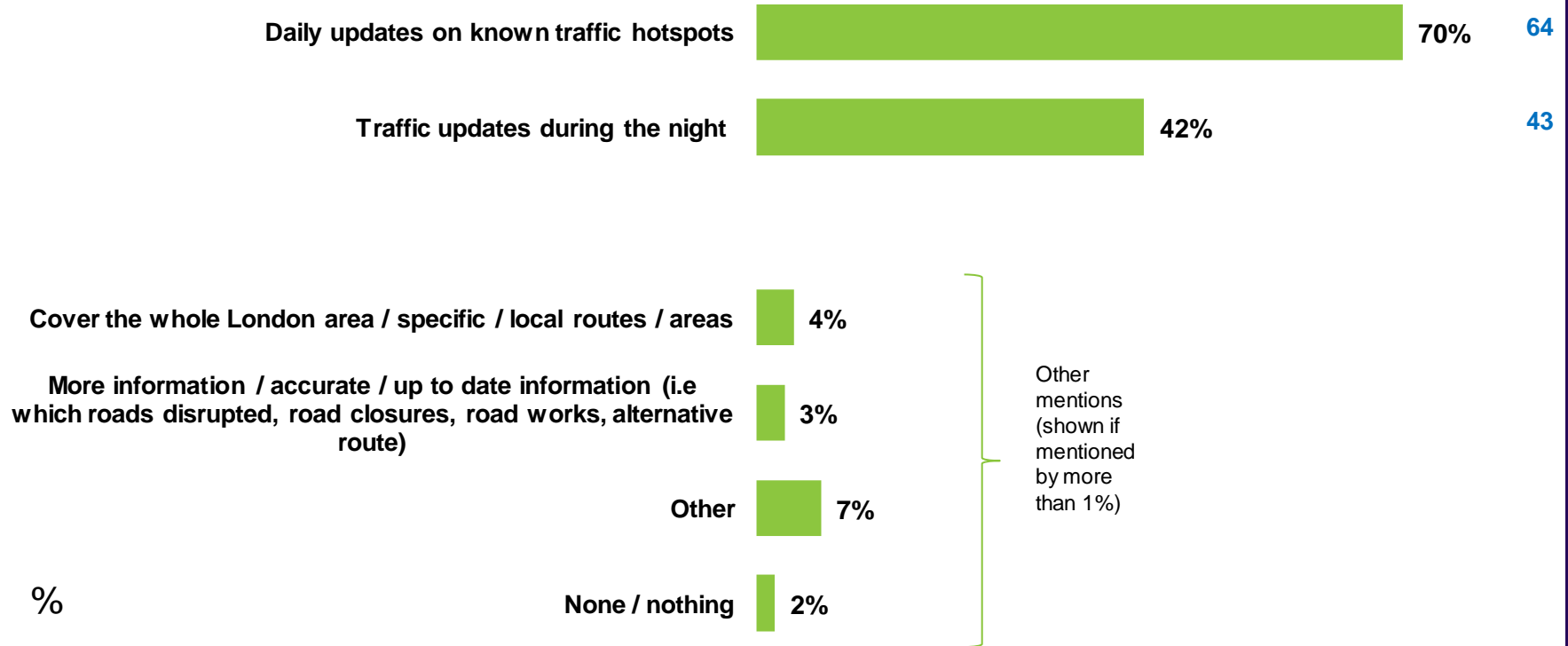
Blue numbers show percentages from Dec 2012 wave  
Significant differences between Dec 2012 and Sept2013 are indicated by a coloured arrow



# What users would like to see more of on @TfLTrafficNews

Followers of the Traffic feed would like daily updates on known Traffic hotspots (70%) and updates during the night (42%)

## Additional / other real time information by @TfLTrafficNews followers



Q11. What other real time information would you like to see on TfL Twitter feeds?  
Base: Sept2013: All who follow @TfLTrafficNews (238)

Blue numbers show percentages from Dec 2012 wave  
Significant differences between Dec 2012 and Sept2013 are indicated by a coloured arrow



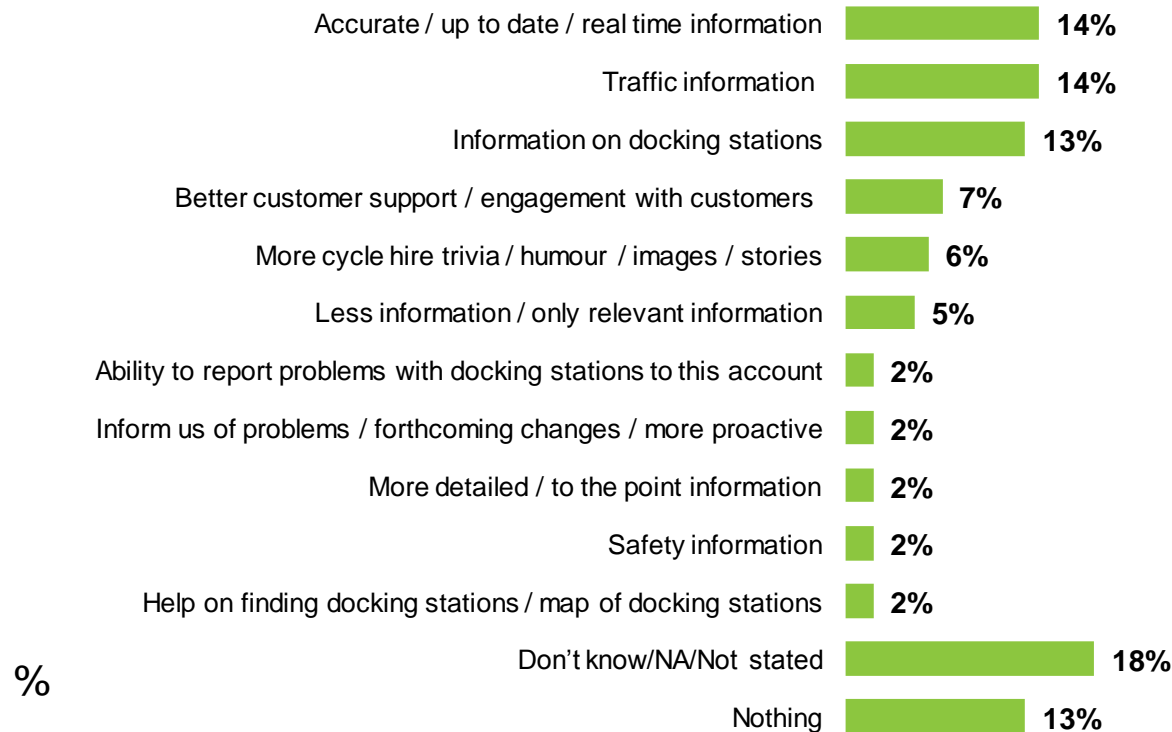


# What users would like to see more on @BarclaysCycleHire

Asked in Sept 2013 only

BCH followers would most like to see more accurate/real time information (14%), Traffic information (14%), information about docking stations (13%) provided on this feed

## Additional / other real time information by @ BarclaysCycleHire feed followers OPEN RESPONSE



Q11. What other real time information would you like to see on TfL Twitter feeds?  
Base: Sept2013: All who follow @ BarclaysCycleHire (84)

Answers given by a minimum 2% of respondents are shown



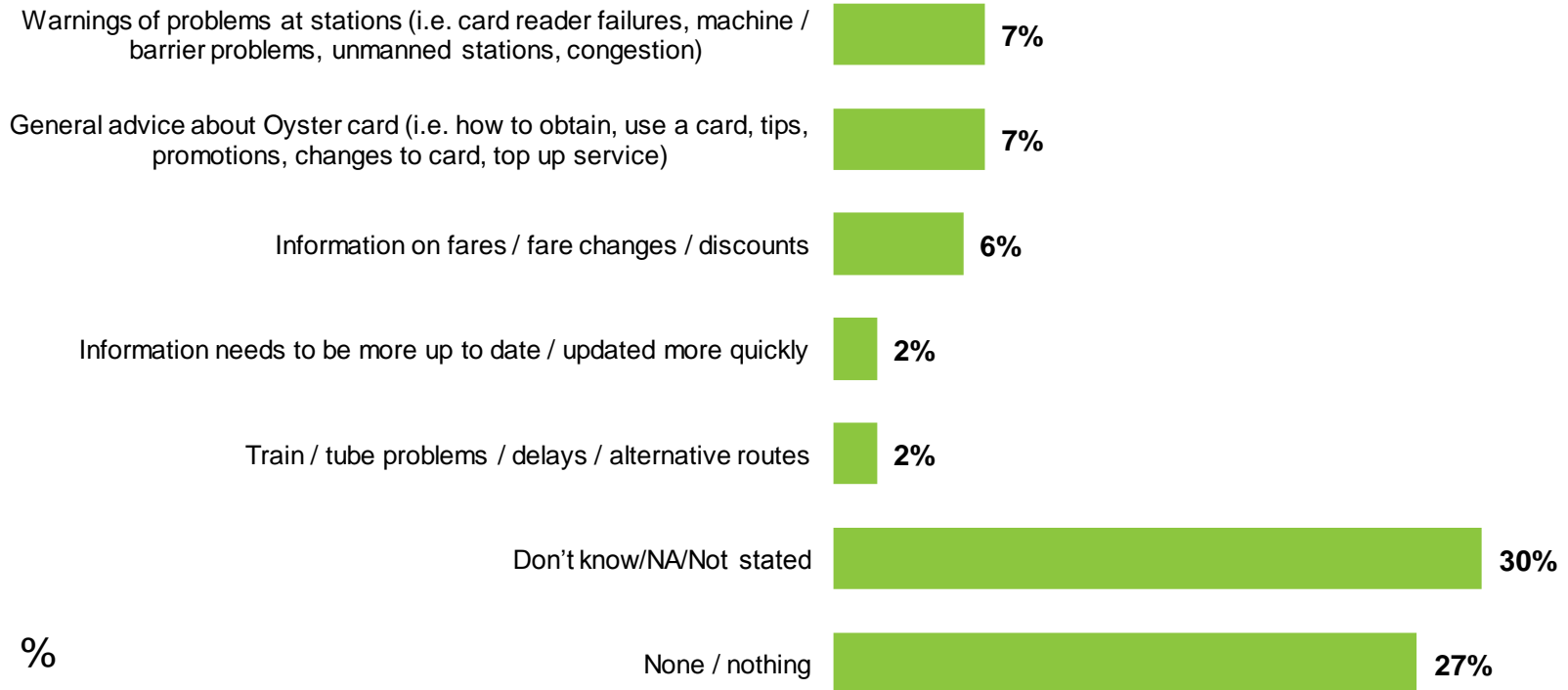
# What users would like to see more on @TfL Oyster

Asked in Sept 2013 only

The majority (57%) of Oyster feed followers can not think of any other information they would like to see on this feed

## Additional / other real time information by @ TfL Oyster feed followers

### OPEN RESPONSE



Q11. What other real time information would you like to see on TfL Twitter feeds?  
Base: Sept2013: All who follow @TfLOyster (135)

Answers given by a minimum 2% of respondents are shown



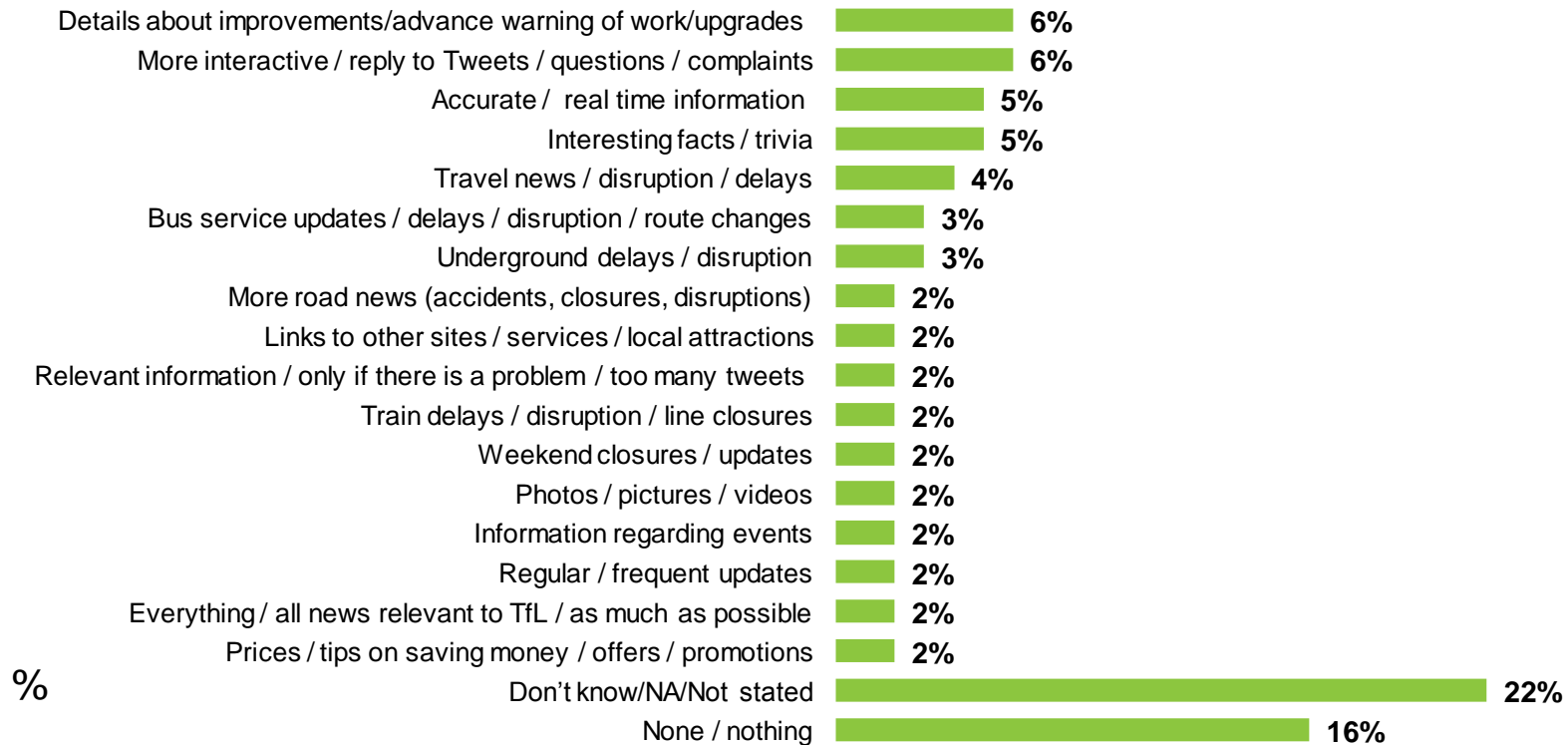
# What users would like to see more on @TfLOfficial

Asked in Sept 2013 only

38% of TfL Official feed users could not think of anything that should be added to the feed. A number of suggestions were made but all mentioned by a minority of users

## Additional / other real time information by @TfLOfficial feed followers

### OPEN RESPONSE



Q11. What other real time information would you like to see on TfL Twitter feeds?

Base: Sept2013: All who follow @TfLOfficial (462)

Answers given by a minimum 2% of respondents are shown



# Appendix



# Appendix 1 – September 2013 data

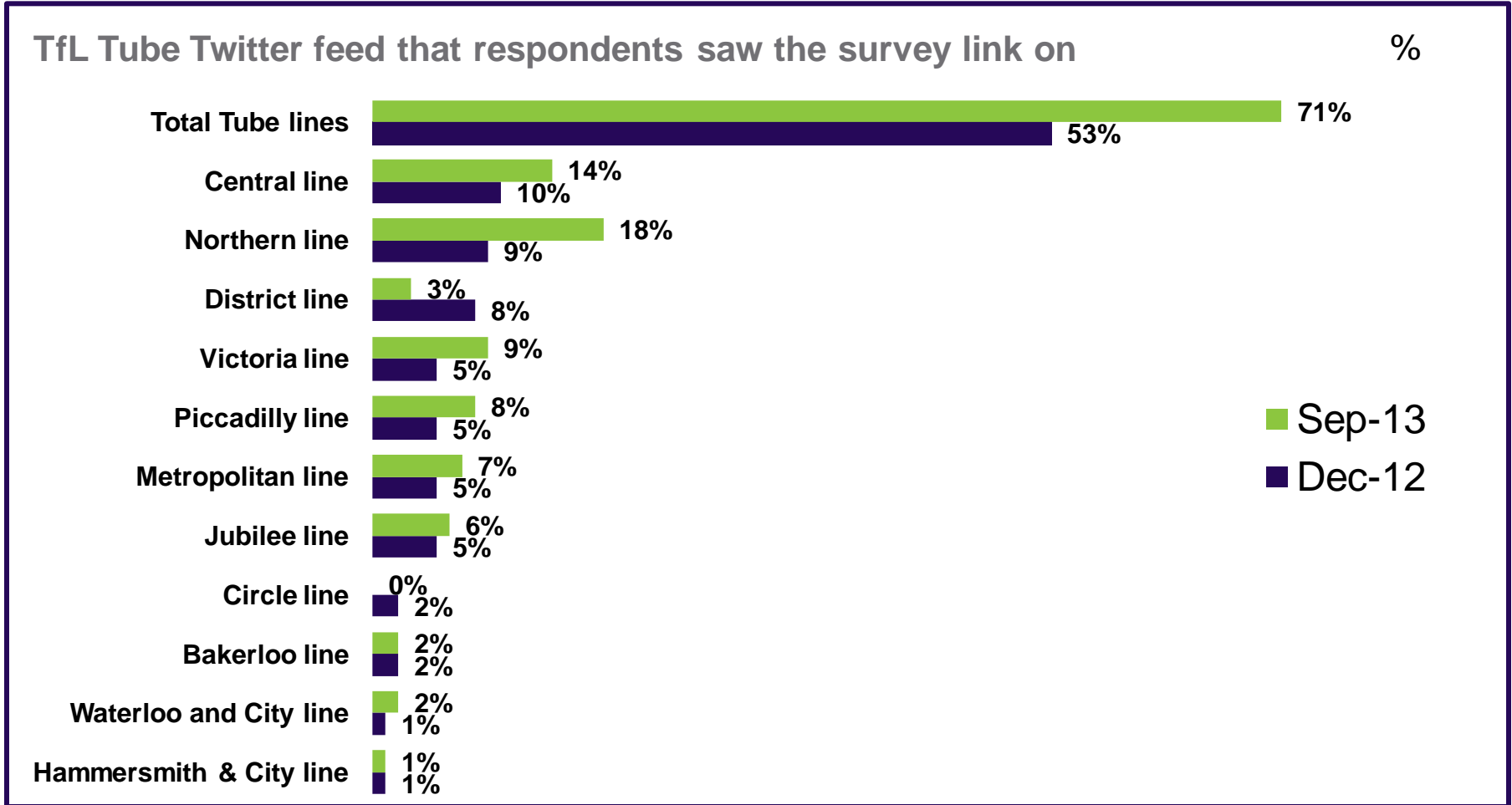
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# Which Tube Twitter feed respondents were reading when they saw the survey link

Amongst those who accessed the survey through the Rail Twitter feeds, 71% saw the survey link on a Tube Twitter feed



Q1a. Which Twitter feed were you reading when you saw the invitation for this survey and clicked on it?

Base: Dec 2012: Rail (698) / Sept 2013: Rail (797)



# Number of followers of the feeds in Sept 2013

## News and other info

Follow @TfLOfficial	137K followers
Follow @TfLOyster	16.3K followers
Follow @TfLAccess	2,228 followers

## Realtime feeds

### Group feeds

Follow @TfLTravelAlerts	36.2K followers
Follow @TfLTrafficNews	88K followers
Follow @TfLBusAlerts	21.3K followers

### Tube feeds

Follow @bakerlooline	14.6K followers
Follow @centralline	29.1K followers
Follow @circleline	14.8K followers
Follow @districtline	22.5K followers
Follow @hamandcityline	12.7K followers

Follow @hamandcityline	12.7K followers
Follow @jubileeline	23.1K followers
Follow @metline	16.6K followers
Follow @northernline	26K followers
Follow @piccadillyline	21.4K followers
Follow @victorialine	24.1K followers
Follow @wlooandcityline	11.4K followers

### Other modes

Follow @LDNOverground	31.4K followers
Follow @LondonDLR	10.1K followers
Follow @TramsLondon	4,652 followers
Follow @EmiratesAirLDN	15.5K followers
Follow @BarclaysCycle	18K followers
Follow @TfLRiver	2,228 followers
Follow @TfLTPH	3,219 followers



# Notes regarding Barclays Cycle Hire fieldwork

- Barclays Cycle Hire experienced some operational issues with cycles being unavailable in the weekend before and a few times during the survey period (except for pre-paid journeys)
- Launch of the BCH survey was postponed slightly (by one week) compared to the other feed surveys due to these issues
- The operational problems may have impacted the survey results slightly, though as this was not noticeably mentioned in the open-ended comments it is unlikely to have had a significant effect







## Appendix 2 - December 2012 data

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# User profile – Twitter users by mode

Dec 2012 data

Those who follow Traffic Twitter feeds are more likely to be male (80%), aged 35-54 (62%) and living in South East England (24%)

Almost all Bus feed users live in London (96%)

		Total (898)	Rail* (698)	Bus (113)	Traffic (87)
Gender	Male	58%	55%	62%	80%
	Female	42%	45%	38%	20%
Age	16-34	48%	51%	46%	20%
	35-54	44%	43%	41%	62%
	55+	8%	6%	13%	18%
Location	London (including greater London)	83%	82%	95%	69%
	South East England	12%	12%	4%	24%
	Rest of UK	4%	5%	1%	6%
	Outside UK	1%	1%	0%	1%

\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q14. Where do you live? / Q1. How old are you / Q15. Are you...?  
Base: All (898), Rail (698), Bus (113), Traffic (87)

Significant differences to the total sample at the 95% confidence level are marked with a coloured box

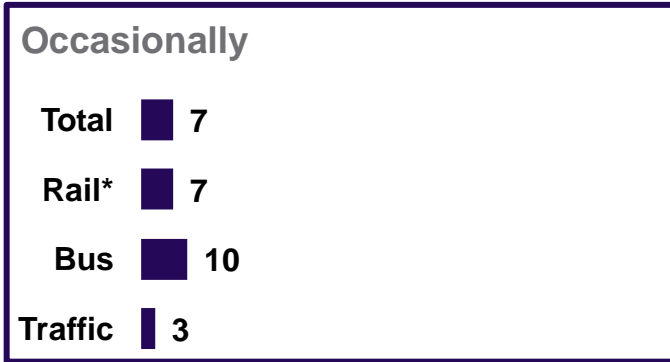
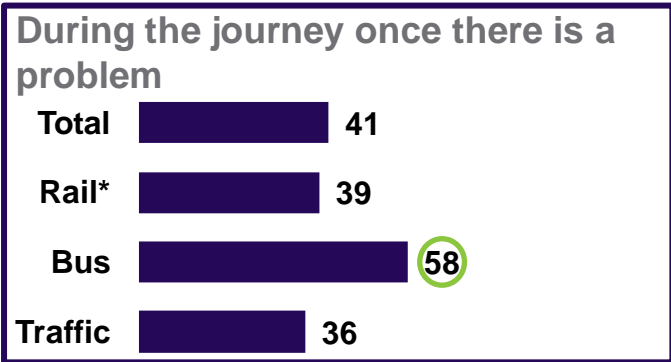
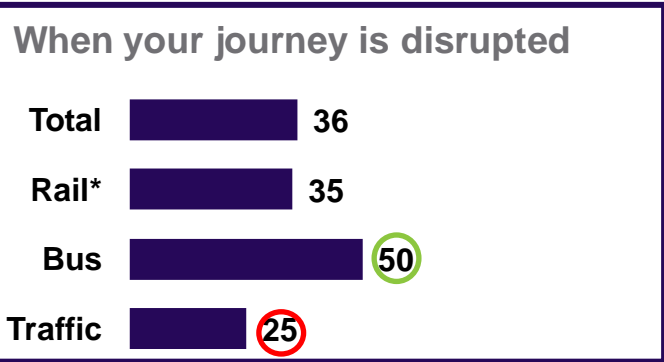
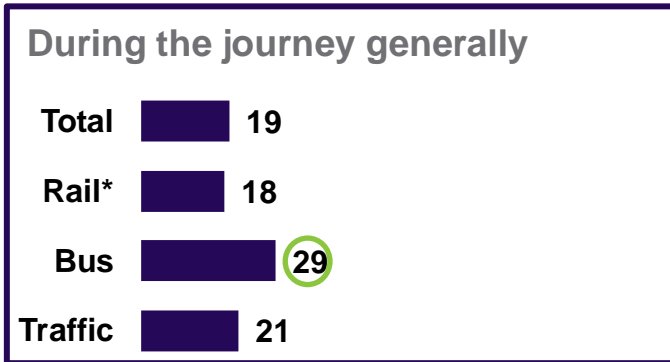
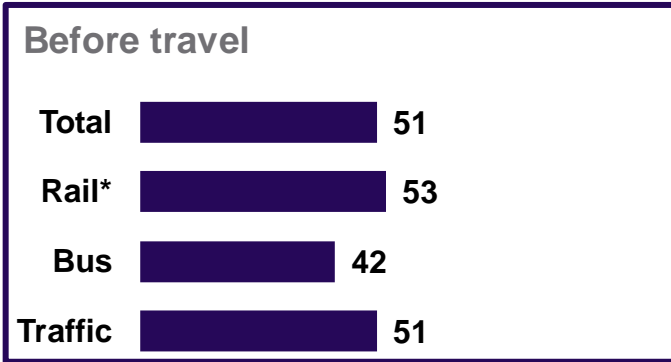
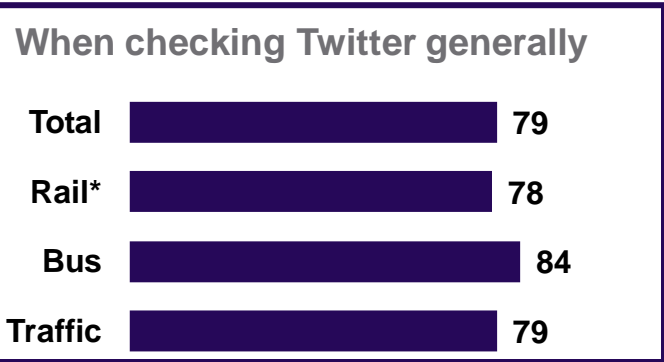


# When users check Twitter feeds

Dec 2012 data

Followers are most likely to check TfL Twitter feeds when they are checking Twitter generally (79%) with 51% checking before travelling

Bus Twitter feed users are also more likely than the total sample to check the Bus Twitter feed during the journey once there is a problem (58%), when their journey is disrupted (50%) and during the journey generally (29%)



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q8. Do you tend to check information from @..?  
Base: All (898), Rail (698), Bus (113), Traffic (87)

Significant differences to the total sample at the 95% confidence level are marked with a coloured circle – green for higher and red for lower



# Reasons for checking TfL Twitter feeds

Dec 2012 data

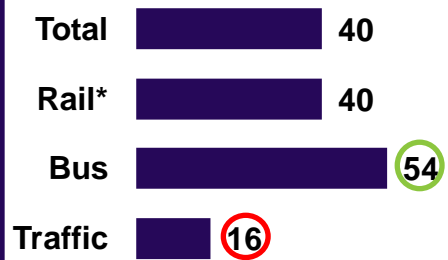
Regular trips or commuting (74%) tend to be the main reason for checking TfL Twitter feeds, with the exception of the TfL Traffic feed which is more likely to be used for business purposes (48%)

The Bus Twitter feed is more likely than total to be used for disrupted (54%), infrequent (27%) or business journeys (19%) and to plan specific trips (33%)

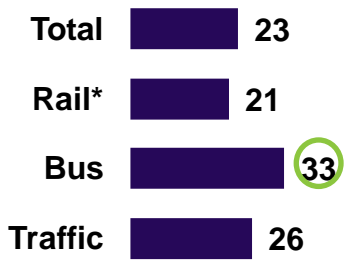
## For regular trips or commuting



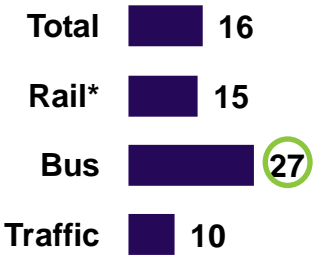
## During disrupted journeys



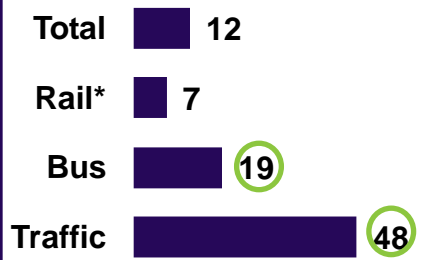
## To plan for specific trips



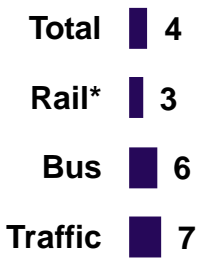
## For infrequent trips



## For business use



## Other use



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q6. What purpose do you use @... for?  
Base: All (898), Rail (698), Bus (113), Traffic (87)

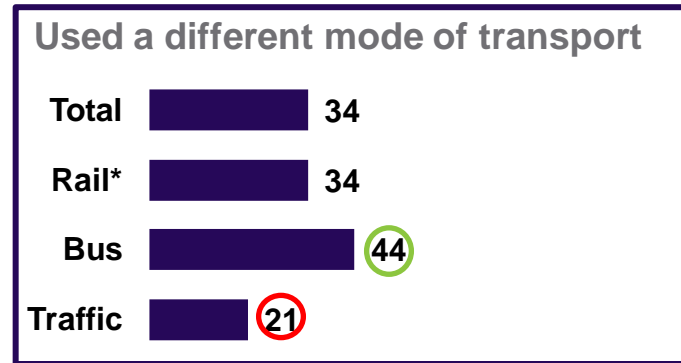
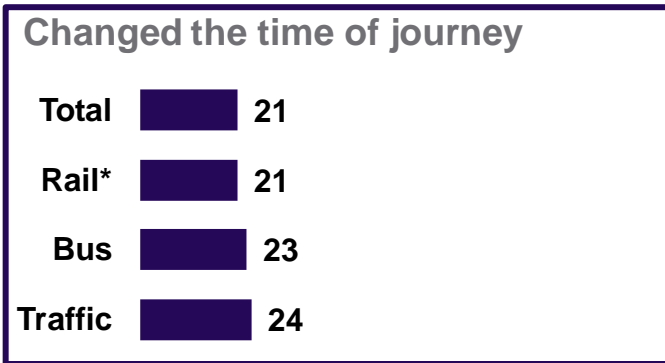
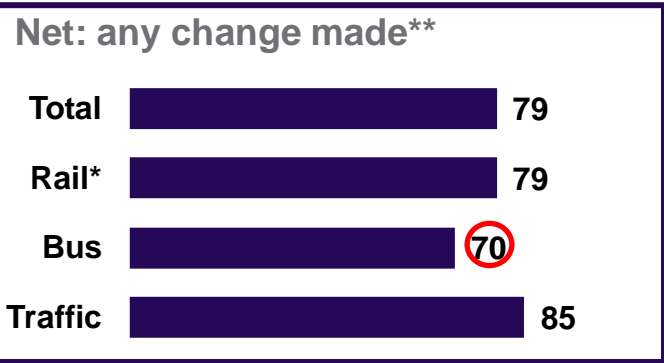
Significant differences to the total sample at the 95% confidence level are marked with a coloured circle – green for higher and red for lower

# → Impact of Twitter on travel plans

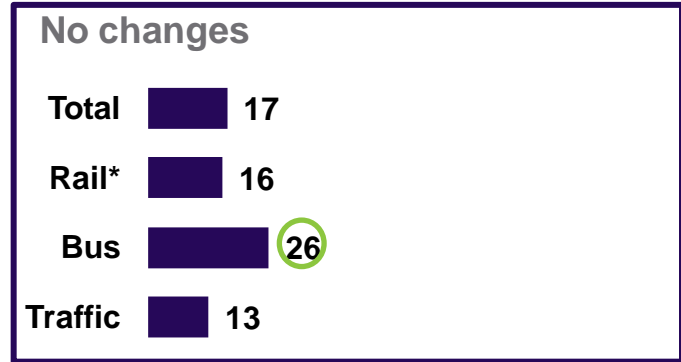
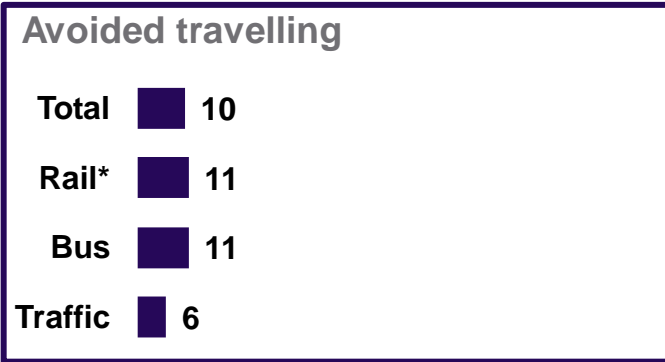
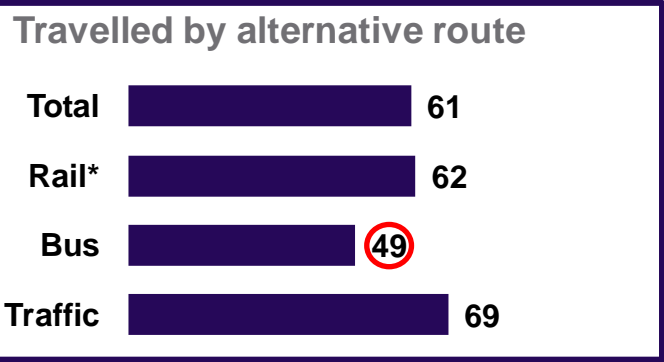
Dec 2012 data

79% of followers have changed their travel plans after looking at a TfL Twitter feed

Bus Twitter users are the least likely to have ever made a change (70%)



\*\*includes anybody who made any change to their travel plans after looking @...



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q10. Have you ever changed your travel plans after looking at @...?  
Base: All (898), Rail (698), Bus (113), Traffic (87)

Significant differences to the total sample at the 95% confidence level are marked with a coloured circle – green for higher and red for lower

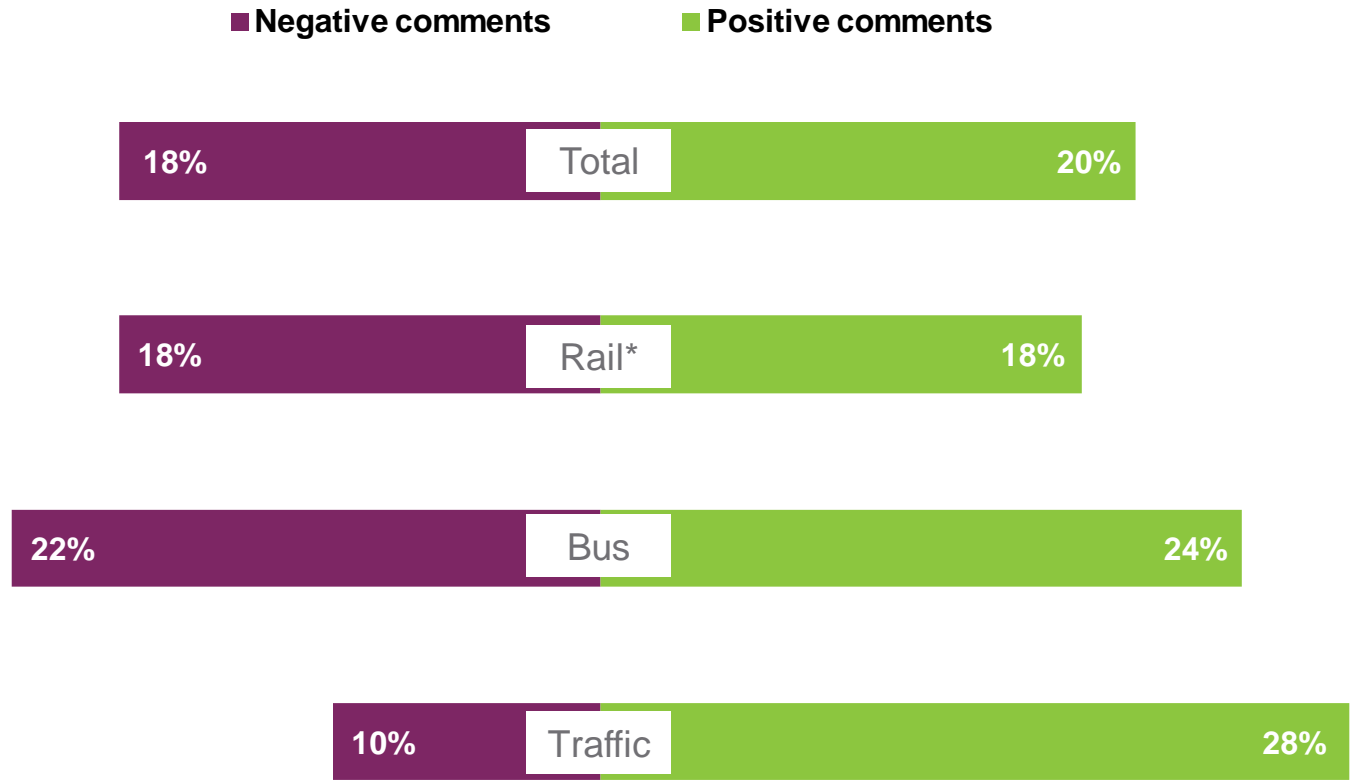


# Users thoughts on TfL Twitter feeds

Dec 2012 data

When prompted, 20% made a positive observation and 18% a negative observation, while the majority had nothing further to add

Those who use the Traffic feed were more likely to give positive (28%) than negative (10%) feedback



\*Rail includes TravelAlerts, Tube, Overground, DLR, Tram

Q13. Do you have any other feedback for TfL about this Twitter feed?  
Base: All (898), Rail (698), Bus (113), Traffic (87), Tube (373)

No significant differences to the total sample at the 95% confidence level

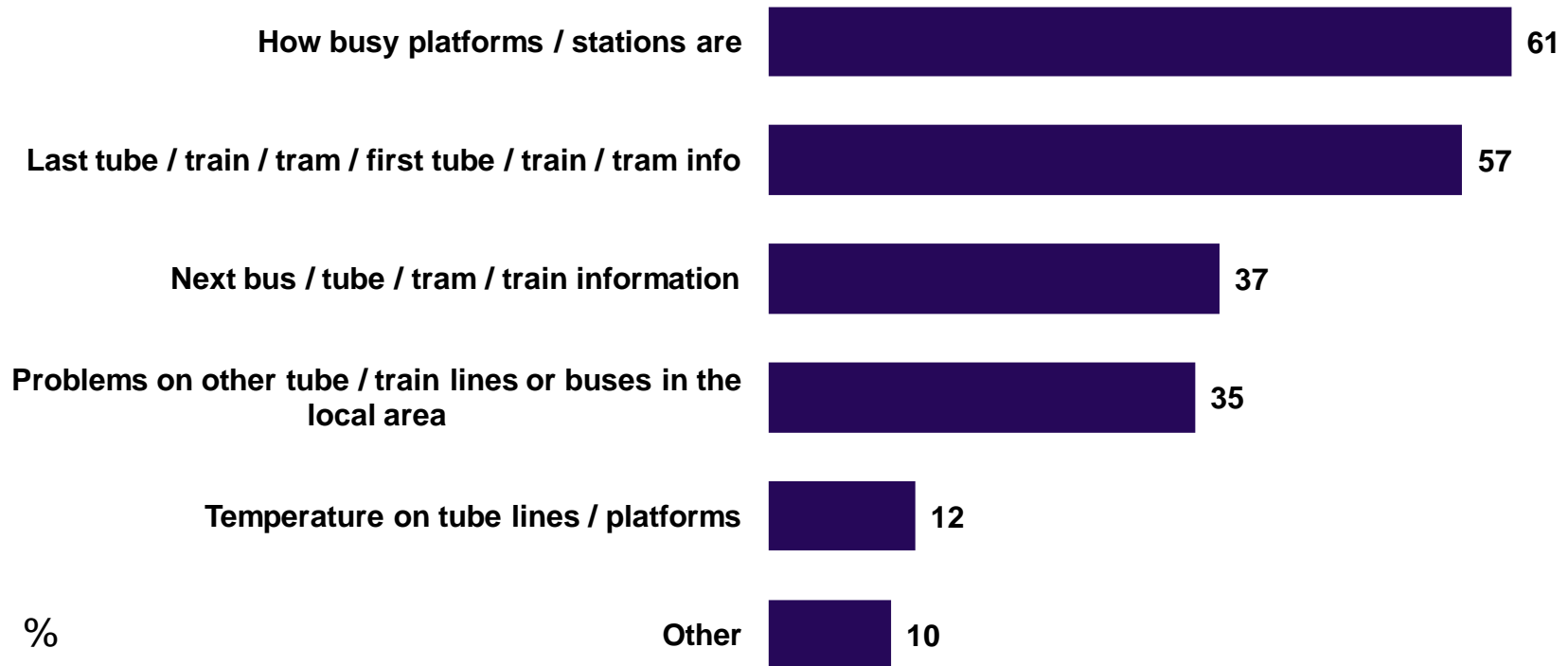


# What users would like to see more on @TfL Rail feeds

Dec 2012 data

Londoners who follow TfL Rail feeds would like to know how busy platforms / stations are (61%) followed by last / first departure times (57%)

## Additional / other real time information by @ TfL Rail feed followers



Q11. What other real time information would you like to see on TfL Twitter feeds?

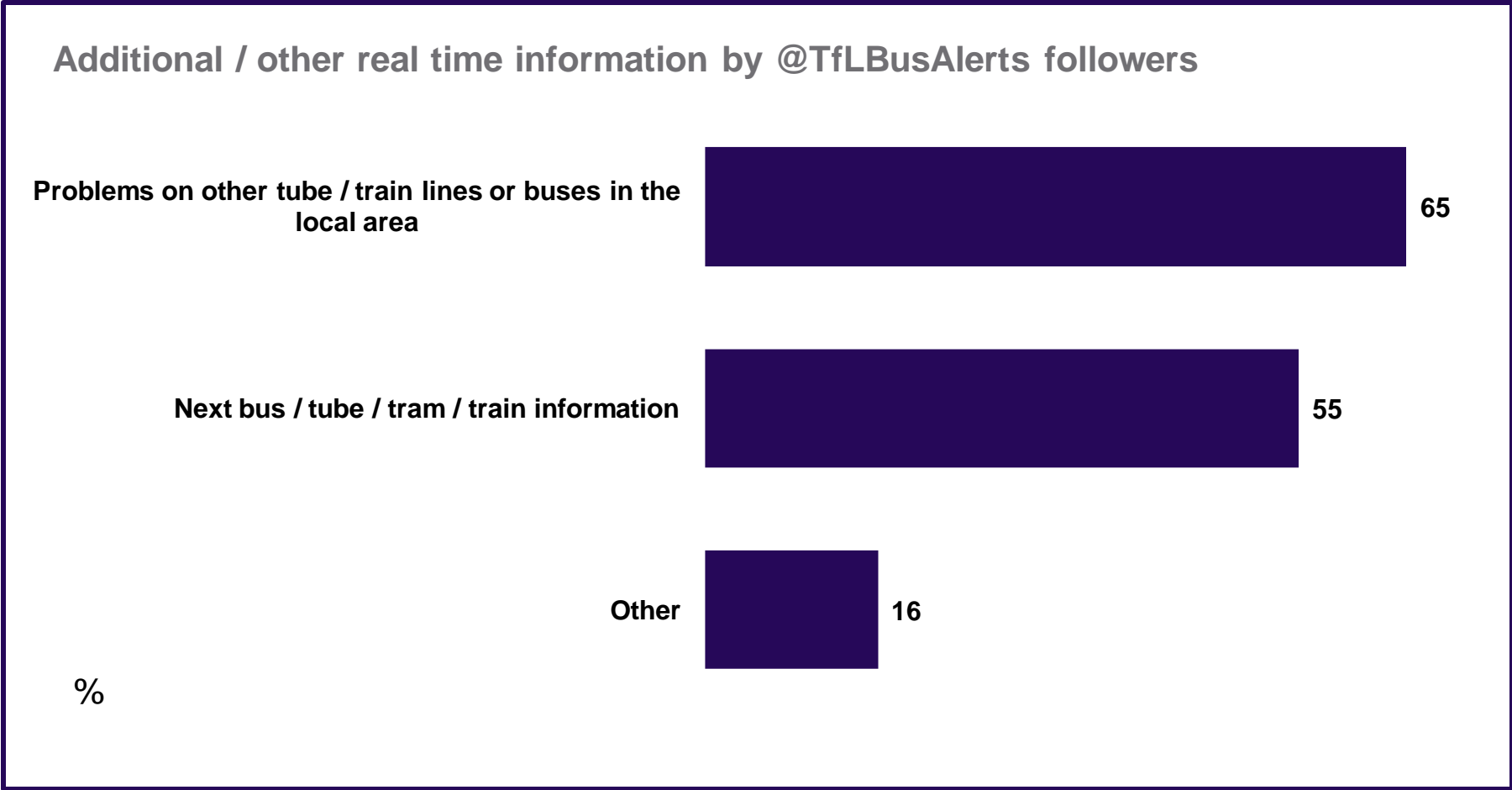
Base: All who follow @ any TfL Rail (438)



# What users would like to see more of on @TfLBusAlerts

Dec 2012 data

Londoners who follow @TfLBusAlerts would like to know more about problems on transport modes (Tube, train or bus) in the local area (65%) or next service information for buses and other modes (55%)



Q11. What other real time information would you like to see on TfL Twitter feeds?

Base: All who follow @TfLBusAlerts (113)

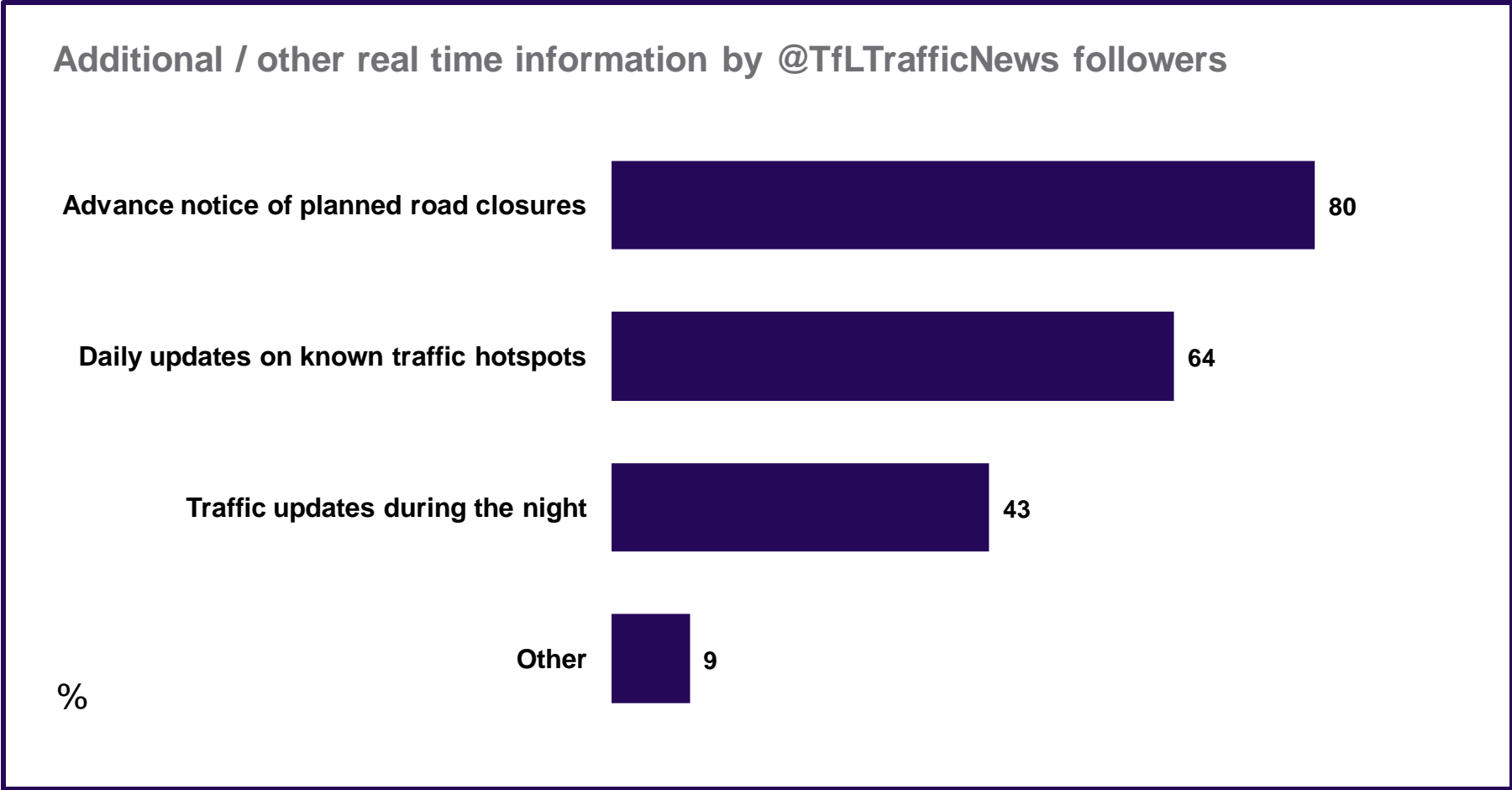




# What users would like to see more of on @TfLTrafficNews

Dec 2012 data

Londoners who follow @TfLTrafficNews would like to see more advance warnings about planned road closures (80%) or daily updates on known Traffic hotspots (64%)



Q11. What other real time information would you like to see on TfL Twitter feeds?

Base: All who follow @TfLTrafficNews (87)